



## AGENDA – Travel Paso Marketing Committee

Travel Paso Marketing Committee Meeting

**Tuesday, June 11, 2019 - 3:30pm**

Holiday Inn Express

2455 Riverside Avenue, Paso Robles, CA 93446

Call in option not available for this meeting

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

<b>PRESENTATION</b>	<b>D. Stroud</b>
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3. TheorySF – Destination Brand Tag Research Presentation – Videoconference (45 minutes)

<b>CONSENT AGENDA (review and consider approving)</b>	<b>D. Stroud</b>
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4. April 14, 2019 Marketing Committee Minutes

Travel Paso – May 2019 Monthly Marketing Report

Travel Paso – May 2019 Public Relations/Media Engagement Report

STR Report – April 2019 (Travel Paso)

STR Report – April 2019 (SLO CAL)

<b>NEW BUSINESS</b>	<b>D. Stroud</b>
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5. May Campaign Results
6. FY 2019-20 Travel Paso Budget and Marketing Plan
7. Travel Paso Marketing Committee Addition
8. IPW Report Out

<b>OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS</b>	<b>D. Stroud</b>
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9. Short Term Rental City Ordinance
10. Cuesta College Hospitality Certification Summer Reception

### **ADJOURNMENT: To Next Scheduled Meeting, Tuesday, June 11, 2019 @ 3:30pm**

Brown Act Notice: Each speaker is limited to three (3) minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to three (3) minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Annie Bowsky at 888-988-PASO least 48 hours prior to the meeting.