



## AGENDA – Travel Paso Marketing Committee

Tuesday, November 12, 2019 – 3:00pm  
Best Western Plus-Black Oak Acorn Room  
1135 24<sup>th</sup> Street, Paso Robles, CA 93446

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

### INTRODUCTIONS/ANNOUNCEMENTS

D. Stroud

3. Karli Twisselman, Community Relations Specialist

### CONSENT AGENDA (review and consider approving)

D. Stroud

4. October 8, 2019 Marketing Committee Minutes  
Travel Paso – October 2019 Monthly Marketing Report  
Travel Paso – October 2019 Public Relations/Media Engagement Report  
STR Report – September 2019 (Travel Paso)  
STR Report – September 2019 (SLO CAL)

### NEW BUSINESS

D. Stroud

5. Destination Brand Development  
- FINAL Review and Approval – Destination Brand Mark
6. September/October Campaign Results
7. FY 2019-20 Travel Paso Marketing Program of Work Calendar Update – What’s Ahead  
- Sip & Savor – Tournament of Roses, Pasadena – December 28-30, 2019  
- San Diego Media FAM – January 7-10, 2020

### OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

D. Stroud

8. Community Funding Program Task Force Update/Feedback
9. CCTC Upcoming Activities  
- Planning Retreat – November 15, 2019 in Paso Robles
10. Holiday Activity
11. Proposed 2020 Meeting Schedule

**ADJOURNMENT: To Next Scheduled Meeting December 10, 2019 - 3:00pm**

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.