

## AGENDA – Travel Paso Marketing Committee



Travel Paso Marketing Committee Meeting  
Tuesday, October 8, 2019 – 3:00pm  
Paso Robles Wine Country Alliance – Boardroom  
1446 Spring Street #103, Paso Robles, CA 93446 (enter from 15<sup>th</sup> Street)

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

### PRESENTATION

D. Stroud

3. Travel Paso Crowdriff Program - UPDATE

A. Bowsky

### CONSENT AGENDA (review and consider approving)

D. Stroud

4. August 13, 2019 Marketing Committee Minutes  
Travel Paso – August + September 2019 Monthly Marketing Report  
Travel Paso – August + September 2019 2019 Public Relations/Media Engagement Report  
STR Report – July + August (Travel Paso)  
STR Report – July + August (SLO CAL)

### NEW BUSINESS

D. Stroud

5. Destination Brand Development  
- Review Identity Mark/Direction Input
6. August + September Campaign Results  
- Review Fall Campaign + Transition Plan to Winter/Holiday
7. San Diego Media FAM Proposal
8. FY 2019-20 Travel Paso Marketing Program of Work Calendar Update – What's Ahead
9. FY 2018-19 Annual Report – Draft Review

### OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

D. Stroud

10. Google DMO Program – A. Bowsky
11. Community Funding Program Review/Feedback
12. ESTO + CalTravel Summit Reports
13. CCTC Upcoming Activities  
- East Coast Initiative Launch  
- Map  
- Planning Retreat – November 15, 2019 in Paso Robles
14. City of Paso Robles Proposed Noise Ordinance

### ADJOURNMENT: To Next Scheduled Meeting November 12, 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.