AGENDA

Travel Paso Marketing Committee

Travel Paso Marketing Committee Meeting
Tuesday, October 10, 2017
3:30pm
Downtown Diggs, 443 10th Street (George Flamson's House) Paso Robles, CA 93446

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

ANNOUNCEMENTS	**J. Bravo**

3. **League of American Bicyclists webinar – Wednesday, October 25, 1-2pm**

CONSENT AGENDA - motion required	**J. Bravo**

4. **Approval of Marketing Minutes**

   September Monthly Marketing Report – Big Red marketing

   Visit SLO CAL Marketing Committee Meeting Updates

BUSINESS ITEMS	**J. Bravo**

5. **Digital Marketing**
- *a.* Visit Widget
  - *i.* Campaigns/Paso Robles Chamber partnerships
- *b.* Fall Advertising
  - *i.* October – November – December

6. **Print Advertising**
- *a.* 2018 Travel Guide to California
- *b.* 2018 Visit SLO CAL Visitors Guide
  - ***i.*** Past Creative
  - ***ii.*** New Direction

7. **First Quarter 2018 Promotions**
- *a.* Restaurant Month – January

8. **Events and Trade Shows**
- *a.* 2018 Amgen Board Update
- *b.* IPW 2018 – Denver, May 19-23
  - ***i.*** Early Bird Registration is November 18

9. **Community Partnerships 2018**
   a. Review Past Recipients
   b. Review Application and Timeline

10. **Future Discussion Topics**

ADJOURN.

BROWN ACT: 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 Stacie Jacob at 888-988-PASO least 48 hours prior to the meeting.