AGENDA

Travel Paso Marketing Committee

PASO ROBLES, CA

Travel Paso Marketing Committee Meeting
Tuesday, January 9, 2018 3:30pm
Paso Robles Wine Country Alliance
1446 Suite 103 Spring Street, Paso Robles, CA 93446

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

ANNOUNCEMENTS	**S. JACOB**

3. **Visit SLO CAL Marketing Committee Meeting Updates**

CONSENT AGENDA	**S. JACOB**

4. **Review November 14 Marketing Minutes**
   Big Red Marketing November and December Monthly Marketing Report
   Kraftwerk Media Reports - December Report and Ad Words
   STR Report November

UPDATES & DISCUSSIONS	**S. JACOB**

5. **Community Partnerships 2018**
   a. Paso Pops – Steve Cass Presentation
   b. Updates and Status

6. **Digital Marketing**
   c. Q1 Advertising
      i. January - Restaurant Month
      ii. February - Romance Month
      iii. March - Spring Events
   d. Digital Marketing Audit - proposed for Q1 of calendar year - review proposal and recommendation to BOD

7. **Marketing Program Calendar Jan – Jun 2018**

8. **Strategic Planning Process**

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

ADJOURNMENT

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