

# AGENDA



## Travel Paso Marketing Committee

Travel Paso Marketing Committee Meeting  
Thursday, March 14, 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)

### ANNOUNCEMENTS

D. Stroud

### CONSENT AGENDA (review and consider approving)

D. Stroud

3. January 8, 2019 Meeting Minutes
  - Travel Paso – January/February 2019 Monthly Marketing Report
  - Travel Paso – January/February 2019 Public Relations/Media Engagement Report
  - STR Report – December 2018/January 2019 (Travel Paso)
  - STR Report – December 2018/January 2019 2018 (SLO CAL)

### NEW BUSINESS – ACTION ITEMS

D. Stroud

4. Spring Marketing Campaign/Schedule
  - a. Taste WA (March 29-31)
  - b. IPW CA Plaza (June)
  - c. Winter Campaign Report
5. Travel Paso Destination Brand and Website Project Timeline
6. Media FAMS – April (SLO CAL) and May (Travel Paso)

### OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

D. Stroud

7. Travel Paso Marketing Committee Application and Appointment Process
8. STR Task Force – Update
9. Showcase of Cities – CA Mid-State Fair - Theme

**ADJOURNMENT: To Next Scheduled Meeting, Tuesday, May 14, 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 Stacie Jacob at 888-988-PASO least 48 hours prior to the meeting.