AGENDA

Travel Paso Marketing Committee

PASO ROBLES, CA

Travel Paso Marketing Committee Meeting
Tuesday, April 10, 2018 3:30pm
La Bellasera Hotel & Suites, 206 Alexa Ct, Paso Robles, CA 93446

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

ANNOUNCEMENTS	**D. Stroud**

3. **Visit SLO CAL Marketing Committee Meeting Updates**
4. **Taste WA Report Out**

CONSENT AGENDA – Review and Approve	**D. Stroud**

5. **Review March 13, 2018 Meeting Minutes**
   Big Red Marketing March 2018 Monthly Marketing Report
   Kraftwerk Media Reports – March 2018 Report and Ad Words
   Solterra Strategies – March Public Relations/Media Engagement Report
   STR Report February 2018 (Travel Paso)
   STR Report February 2018 (SLO CAL)

UPDATES & DISCUSSIONS	**D. Stroud**

6. **Community Marketing Initiative Roundtable – Sasha Irving, Studios on the Park**
   - **Report on Mural Project and Art After Dark Programs**
7. **Update on Travel Paso Strategic Planning**
8. **Update on Travel Paso DMA Recommendations/Priorities – Review Deliverables Timeline**
9. **Travel Paso Spring Campaign/Activities**
   - **Spring Media FAMs Schedule**

NEW BUSINESS-ACTION ITEMS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS	**D. Stroud**

10. **Concerts in the Park Sponsorship – Review and Consider Approving Recommendation for Sponsorship (ACTION)**
11. **Review and Provide Input on RFP for Agency Marketing Services**
12. **National Travel and Tourism Week – May 6-12, 2018**
13. **Volunteer Members to Travel Paso/CA Mid-State Fair "Showcase of Cities" Ad Hoc Committee**
14. **SLO CAL Tourism Exchange – May 8 – Reschedule Travel Paso Marketing Committee Meeting**

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.