

AGENDA



Travel Paso Marketing Committee

Travel Paso Marketing Committee Meeting
Tuesday, February 13, 2018 3:30pm
Holiday Inn Express & Suites
2455 Riverside Avenue, Paso Robles, CA 93446

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

ANNOUNCEMENTS

D. Stroud

3. Visit SLO CAL Marketing Committee Meeting Updates

CONSENT AGENDA

D. Stroud

4. Review January 9, 2018 Meeting Minutes
Big Red Marketing January 2018 Monthly Marketing Report
Kraftwerk Media Reports – January Report and Ad Words
STR Report December

UPDATES & DISCUSSIONS

D. Stroud

5. Community Partnerships 2018
 - a. Main Street Association – Lavender and Olive Festival Sponsorships
 - b. Eroica Event
6. Digital Marketing Audit (4:00pm-5:00pm)
 - a. Presentation by Brad Rubin – Vingage Consulting
7. Marketing Program Calendar Feb – Jun 2018
8. Strategic Planning Process Update

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.