

# AGENDA



## Travel Paso Marketing Committee

Travel Paso Marketing Committee Meeting  
Tuesday, March 13, 2018 3:30pm  
La Bellasera Hotel & Suites, 206 Alexa Ct, Paso Robles, CA 93446

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

<b>ANNOUNCEMENTS</b>	<b>D. Stroud</b>
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3. Visit SLO CAL Marketing Committee Meeting Updates

<b>CONSENT AGENDA</b>	<b>D. Stroud</b>
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4. Review February 13, 2018 Meeting Minutes  
Big Red Marketing February 2018 Monthly Marketing Report  
Kraftwerk Media Reports – February Report and Ad Words  
STR Report January

<b>UPDATES &amp; DISCUSSIONS</b>	<b>D. Stroud</b>
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5. Community Marketing Initiative Roundtable
6. Travel Paso Strategic Planning
7. Travel Paso DMA Recommendations/Priorities
8. Travel Paso Spring Campaign/Activities

<b>NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS</b>	<b>D. Stroud</b>
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9. Travel Paso Email Marketing Platform Analysis

### 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.