



TRAVEL PASO MARKETING COMMITTEE AGENDA

Tuesday, August 29, 2017
3:30PM

COURTYARD BY MARRIOTT CONFERENCE ROOM
120 S. VINE STREET, PASO ROBLES, CA

[Download Agenda Packet Here](#)

CALL TO ORDER

PUBLIC COMMENT

The public may address the Committee on items other than those scheduled on the agenda. PLEASE BEGIN BY STATING YOUR NAME AND ADDRESS. EACH PERSON AND SUBJECT IS LIMITED TO A 3-MINUTE DISCUSSION. Any person or subject requiring more than three minutes may be scheduled for a future Committee meeting or referred to a sub-committee or staff. Those persons wishing to speak on any item scheduled on the agenda will be given an opportunity to do so at the time that item is being considered.

MARKETING COMMITTEE INTRODUCTIONS

S. JACOB

ADMIN

S. JACOB

1. Future Meeting Schedule

- a. Tuesday, September 12, 3:30pm
- b. Tuesday, October 10, 3:30pm
- c. Tuesday, November 14, 3:30pm
- d. Tuesday, December 12, 3:30pm

MARKETING

1. Visit SLO CAL

J. CARSON

- a. 2017/18 Marketing Plan
- b. 2017 Spring Campaign Review

2. Travel Paso

A. DIEFENDERFER

- a. 2017/16 6-Month Marketing Plan
- b. Digital Marketing Strategy & Tactics

3. Paso Robles Wine Country Alliance

J. PORTER

- a. Fall Advertising - Pilot Program
- b. Billboard Take Over - Harvest Wine Weekend

FUTURE AGENDA ITEMS

ADJOURNMENT - Meet & Greet Reception