



TRAVEL PASO MARKETING COMMITTEE AGENDA

Tuesday, September 12, 2017
3:30PM

PASO ROBLES INN BOARDROOM
BALLROOM BUILDING – TO THE LEFT OF THE EXTERIOR STAIRS
1103 SPRING STREET, PASO ROBLES, CA

[DOWNLOAD THE 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

S. Jacob

- 1. Travel Paso**
 - a. August Monthly Marketing Report – Big Red Marketing
- 2. Visit SLO CAL**
 - a. Visit SLO CAL Marketing Committee Meeting Updates
 - b. San Diego Bay SAVOR Opportunity for DMO's – Saturday, November 18
- 3. Paso Robles Wine Country Alliance**
 - a. Fall Advertising - Pilot Program
- 4. Community Partnerships 2018**
- 5. First Quarter 2018 Promotions**
 - a. Hotel Month – January/February
 - b. Restaurant Month – January
- 6. Amgen 2018**

FUTURE AGENDA ITEMS

1. Demand Generators for Mid-Week Business

ADJOURNMENT