

# AGENDA



## Travel Paso Marketing Committee

Travel Paso Marketing Committee Meeting  
Wednesday, June 13, 2018 3:30pm  
La Quinta Inn & Suites  
2615 Buena Vista Drive, Paso Robles, CA 93446  
Call in - Dial #: (712) 770-4090 Access Code: 221660 Host Pin: 1908

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

### ANNOUNCEMENTS

D. Stroud

### CONSENT AGENDA

D. Stroud

3. May 9, 2018 Meeting Minutes  
Big Red Marketing May 2018 Monthly Marketing Report  
Kraftwerk Media Reports – May 2018 Report and Ad Words  
Goodway – May 2018 Report (SLO CAL Co-Op)  
Solterra Strategies – May 2018 Public Relations/Media Engagement Report  
STR Report – April 2018 (Travel Paso)

### UPDATES & DISCUSSIONS

D. Stroud

4. Travel Paso Strategic Plan – DRAFT (Action for Recommendation to Travel Paso Board)
5. Report out from May/June Media Fams
6. Report out from IPW and CalTravel Summit
7. Brand Development RFP Process

### NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

D. Stroud

8. Asset Development – Summer 2018 – Photo & Video
9. Brand Development Guest Survey – July 2018
10. Items for Future Meetings

### 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.