



BOARD MEETING MINUTES

Travel Paso Board of Directors –Regular Meeting MINUTES
Tuesday, September 18, 2018 at 3:00 pm
Courtyard by Marriott; 120 South Vine Street, Paso Robles

CALL TO ORDER - 3:07

Present: Victor Popp - Chair, Alex Villicana - Secretary, Kathy Bonelli (3:18 Arrival), Bill Roof, John Arnold

Absent: Doug Ayres, Margaret Johnson – Treasurer, Steve Martin, Britany Tonkin, Mike Bradley

Staff: Danna Stroud, Annie Bowsky

Public: Amy Russell and Danielle Skipper, NCI Affiliates

PUBLIC COMMENT (On Non-Agenda Items)

Public comment from NCI Affiliates Inc.

- Placements of people with disabilities in hospitality jobs - Presentation
- Annie to contact re: announcement in Promo Opps

ANNOUNCEMENTS - None

CONSENT AGENDA

Review/Approve August 21, 2018 Travel Paso Board Meeting Minutes

Review/Approve Travel Paso August 2018 Monthly Marketing Report

- Annie to compile more YoY stats into social stats

Review/Approve Travel Paso August 2018 Media Report

Review/Approve Travel Paso STR Report July 2018

- Discussion on numbers, difference and analysis on competitor set

Review/Approve SLO CAL STR Report July 2018

Review/Approve Travel Paso August 2018 Financials

ACTION: Moved by Alex Villacana to approve consent agenda, Victor Popp second - Approved 5-0

UPDATEs & DISCUSSIONS

Tourism Economic Impact Report

- Overview of report, discussion on combining numbers from other reports; report is public and will be distributed among stakeholders



Travel Paso Marketing Strategy

- D. Stroud provided overview of work completed at the September marketing workshops including value proposition and personas.

ACTION: Moved by John Arnold to approve as presented, Kathy Bonelli second - Approved 5-0

Travel Paso Fall Marketing Plan

- D. Stroud shared Fall marketing campaign concepts, PR/Media and Social content calendars

Travel Paso FY 2018-19 Budget Reallocation

- Review and consider approving proposed reallocation within digital media and social advertising categories

ACTION: Moved by Alex Villacana to approve, John Arnold second - Approved 5-0

Paso Talks Schedule – reviewed upcoming schedule with Tourism forum being held September 19, 2019 at 6:30pm at the La Bellasera Hotel.

Travel Paso Strategic Plan Implementation Update – this will be reviewed at each meeting to track progress.

Executive Director Report – no questions on report

NEW BUSINESS

Adjournment: 5:06

ACTION: Moved by John Arnold to adjourn, Alex Villacana second - Approved 5-0.

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 Danna Stroud at 888-988-PASO least 48 hours prior to the meeting.