

PASO ROBLES DESTINATION MEETING MINUTES

Wednesday, June 21, 2017 9:00 A.M.

MEETING LOCATION: LA BELLASERA HOTEL & SUITES
206 ALEXA STREET, PASO ROBLES, CA 93446

CALL TO ORDER - 9:08am

Attendance: Kathy Bonelli, Amanda Diefenderfer, Nichole Farley, Gina Fitzpatrick, Jesse Garza, Katie Hayward, Sasha Irving, Stacie Jacob, Margaret Johnson, Matt Masia, Victor Popp, Jennifer Porter, Bill Roof, Sandra Sage, Chris Taranto, Maggie Tillman, Lauren Tognazzini, Alex Villicana

STEERING COMMITTEE BUSINESS ITEMS

1. Recommendation to Accept of Bylaws

- a. Review Paso Robles Destination bylaws as presented by Civitas and recommend revisions or DMO Board accept as presented
 - i. S. Sage motioned to approve the bylaws as presented, seconded by J. Garza; approved unanimously

2. Board Appointment

- a. Confirm appointment of the six lodging seats as recommended at the June 13, 2017 Steering Committee Meeting to: John Arnold, Douglas Ayres, Margaret Johnson, Victor Popp, Bill Roof, and Sandra Sage
 - i. M. Masia motioned to approve the appointments as presented, seconded by S. Sage; approved unanimously

DMO BOARD BUSINESS ITEMS

1. Board Appointment

- a. Confirm Steering Committee recommendation to appoint Kathy Bonelli to the designated Vacation Rental board seat
 - i. M. Johnson motioned to approved K. Bonelli to the designated Vacation Rental board seat, B. Roof seconded the motion; approved unanimously
- b. Review, discuss and appoint two at-large board members from the eight applications received
 - i. At-large applicants introduced themselves to the Board
 - ii. Board members deliberated at-large applicants and voted unanimously to appoint M. Bradley and A. Villicana for the two remaining Board seats
- c. Determine regular board meeting date/time
 - i. Board decided tentatively to hold regular Board meetings on the 4th Tuesday of the month at 1:00pm pending approval of Board members not currently in attendance
 - ii. Regular Board meetings to be tentatively held at La Bellasera Hotel and Suites contingent upon meeting space availability
 - iii. Due to the Mid-State Fair, Board agreed to hold a special Board meeting on July 6 at 1:00pm, location pending confirmation of availability at La Bellasera

2. Committee Appointment

- a. Confirm Executive Committee positions for Chair, Secretary and Treasurer
 - i. Board unanimously approved S. Sage for Chair, A. Villicana for Secretary, and M. Johnson for Treasurer
- b. Determine committee structure and consider applicants
 - i. Board agreed to create a marketing advisory committee of 7-9 tourism representatives to be chaired by a staff member or contractor
 - ii. Board agreed to create a finance advisory committee consisting of three Board members
 1. Board unanimously approved B. Roof, M. Bradley, and M. Johnson as the finance committee members

3. Approval of Bylaws

- a. Confirm Steering Committee recommendation to accept Paso Robles Destination bylaws as presented by Civitas
 - i. B. Roof motioned to approved bylaws as presented; S. Sage seconded the motion; approved unanimously

4. Confirmation of Interim Services Contracts

- a. Confirm Steering Committee recommendation to enter into a three-month contract, with an extension option up to six months to retain Solterra Strategies for services related to an Executive Director search and organization transition
 - i. M. Johnson motioned to approve Solterra Strategies contract as presented, seconded by K. Bonelli; approved unanimously
- b. Confirm Steering Committee recommendation to enter into a month-to-month contract with Big Red Marketing for digital marketing services
 - i. M. Johnson motioned to approve Big Red Marketing contract as presented, seconded by S. Sage; approved unanimously

5. Selection of Initial Administrative Services

- a. Direct Solterra Strategies to open Paso Robles Destination bank account at board determined establishment
 - i. M. Johnson motioned to allow Solterra Strategies to establish an account for the organization at Heritage Oaks Bank and also motioned to authorize Executive Committee members to sign all checks, with the Executive/Interim Executive Director approved to sign checks at or under \$5,000, seconded by S. Sage; approved unanimously
 1. Authorized check signers include: Sandra Sage, Margaret Johnson, Alex Villicana and Stacie Jacob
- b. Direct Solterra Strategies to open a P.O. Box mailing address for Paso Robles Destination and work with City of Paso Robles resources to complete action items on City transition agreement
 - i. B. Roof motioned to allow Solterra Strategies to open a P.O. Box mailing address for Paso Robles Destination and work with City of Paso Robles resources to complete action items on City transition agreement, seconded by S. Sage; approved unanimously

ADJOURNMENT – 10:45am