



MINUTES – Travel Paso Board of Directors – Regular Meeting
Wednesday, April 15, 2020 – 2:00p.m.

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/708708847?pwd=K1huOWZNWGXWL2ZScUVEO2lITFdLZz09>

Meeting ID: 708 708 847

Password: 069720

Join by phone if computer microphone not in place: 1-669-900-6833

MEETING NOTE: 2:00pm Meeting Begins – Recess to Closed Session will begin @ 4:00pm

1. CALL TO ORDER – NOTE: Action taken by Board will be recorded via a roll call vote.

Board Chair Arnold called meeting to order @ 2:04pm

Roll Call Attendance: John Arnold, Alex Villicana, Bill Roof, Angela McKee, Victor Popp (signed-in 2:14pm), Rich Verruni, Margaret Johnson, Kathy Bonelli

Guests: Dick McKinley, Public Works Director City of Paso Robles, Kristen Ferravanti, Public Works City of Paso Robles

Travel Paso Staff: Danna Stroud, Annie Bowsky

2. PUBLIC COMMENT (Non-Agenda Items) No Public Comments

ANNOUNCEMENTS

J. ARNOLD

Stroud shared that U.S. Travel has officially cancelled 2020 IPW today; NY Times featured Paso on its IG feed as part of 52 Places to Visit coverage

Arnold requested Board’s approval to move the Closed Session item to be first agenda item to be addressed. It was moved by Johnson, second by Verruni to move the closed session ahead of Consent Agenda. Roll Call Vote Ayes:

Arnold, Roof, Verruni, Villicana, Bonelli, McKee, Johnson. Motion passed 7-0

Arnold asked for public comments on the closed session item – no comments received.

Board recessed to Closed Session at 2:16pm

Board reconvened from Closed Session at 3:35pm

Arnold announced action taken in Closed Session – Travel Paso Board of Directors has voted to part ways with Executive Director Danna Stroud effective April 24, 2020. The recorded vote was 6 ayes, 1 no, 1 abstention

Moved by Roof, seconded by Verruni to table remaining agenda items including Consent Agenda and Items 10-14 to next meeting. Roll Call Vote Ayes: Arnold, Roof, Verruni, Bonelli, Popp, Villicana, McKee, Johnson. Motion passed 8-0

CONSENT AGENDA (Action Required)

D. STROUD

- 3. Review/Approve March 17, 2020 Travel Paso Board Meeting Minutes
- 4. Travel Paso March 2020 Monthly Marketing Report
- 5. Travel Paso March 2020 Media Engagement Report
- 6. Travel Paso STR Report February 2020
- 7. Visit SLO CAL STR Report February 2020
- 8. Executive Committee April 9, 2020 Meeting Notes
- 9. Executive Director Report

NEW BUSINESS, UPDATES & DISCUSSIONS (Board Recommendation/Action Required)

J. ARNOLD/D. STROUD

Imperative #1: Actively Lead the Tourism Community in Paso Robles



10. COVID-19 Update / Announcements

11. Review and Consider Changes to Board Election Schedule (**Action**)

Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization

12. Review and Consider Approving March 2020 Financials (**Action**)

- Review Updated Expenditure/Cash Flow Analysis

Imperative #3: Define, Develop and Steward the Paso Robles Brand

13. Review Recovery Campaign Outline (Discussion)

- Drive Market Campaign Focus

Imperative #4: Build and Leverage Relationships with our Partners

14. Community Updates (Discussion)

- Visit SLO CAL Board Update – V. POPP
- Update on City of Paso Robles Wayfinding Signage Project (**Action**)

Closed Session Item: MOVED TO BEGINNING OF MEETING PER BOARD VOTE

- Executive Director Evaluation

Public Comments on Closed Session Item

4:00p.m. - Recess to Closed Session

Reconvene from Closed Session

Report from Closed Session

MEETING ADJOURNMENT: Moved by Johnson, second by Villicana to adjourn the meeting at 3:39pm. Roll Call Vote Ayes: Arnold, Roof, Bonelli, Popp, Verruni, McKee, Johnson, Villicana. Motion passed 8-0.

Next Regular Scheduled Board Meeting May 19, 2020

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 Annie Bowsky at 888-988-PASO least 48 hours prior to the meeting.