



## MINUTES

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### Travel Paso Board Meeting

REVISED AGENDA – Travel Paso Board of Directors – Regular Meeting  
Tuesday, March 17, 2020 – 2:00p.m.  
LOCATION CHANGE VIA TELECONFERENCE  
Dial: 712-770-4090 Access Code: 221660

### CALL TO ORDER 2:05 By John Arnold

**Present:** John Arnold, Angela McKee, Bill Roof, Margaret Johnson, Alex Villicana, Victor Popp, Rich Verruni, Kathy Bonelli - Joined 2:35

**Absent:** Steve Martin, Mike Bradley,

**Staff:** Danna Stroud, Karli Twisselman, Annie Bowsky

**Public:** Mark Samsow - Hampton Inn, Ashley Mastako - Visit SLO CAL, Stacie Jacob - Solterra Strategies - Joined 2:40

1. PUBLIC COMMENT (Non-Agenda Items)
2. PRESENTATION – City of Paso Robles Staff – 2-year Budget Presentation and Public Feedback – CANCELLED – Due to the change of meeting venue and priorities for City staff, the presentation was cancelled. A link to a survey will be shared by the City and routed to the Board to complete. Due to timing of the Council budget process, this presentation will not be rescheduled.

### ANNOUNCEMENTS

### CONSENT AGENDA

3. Review/Approve February 18, 2020 Travel Paso Board Meeting Minutes
4. Travel Paso February 2020 Monthly Marketing Report
5. Travel Paso February 2020 Media Engagement Report
6. Travel Paso STR Report January 2020
  - a. Update from Popp on new information about STR reports coming out soon
7. City of Paso Robles TOT Report January 2020
8. Visit SLO CAL STR Report January 2020
9. Executive Committee March 10, 2020 Meeting Minutes
10. Executive Director Report

**ACTION:** Moved by McKee, seconded by Roof to approve the Consent Agenda as presented. Motion Passed 7-0.

### NEW BUSINESS, UPDATES & DISCUSSIONS





**ACTION:** Moved by McKee, seconded by Verruni to approve Date Change for April 2020 Board Meeting. Motion Passed 8-0.

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

16. Destination Brand Campaign and Website Project Updates

- a. Short-Term/Long-Term Drive Market Campaigns
  - i. Meeting 3/18 to discuss campaigns and adjustments needed during COVID-19
  - ii. Website still moving forward
- b. iHeart Radio Co-Op with PRWCA
  - i. Campaigns were launched March 1 and pulled this week; remainder of scheduled time will be targeted for August; invoice will be forthcoming from PRWCA for Travel Paso's share of the campaign (production and airtime)

**Imperative #4: Build and Leverage Relationships with our Partners**

17. Community Updates

- a. SLO CAL Board Update – V. POPP
  - i. Strategic Direction 2023 Feedback Session (March 17, 2020)
    1. In person meeting cancelled and to be rescheduled
  - ii. DMS Priorities to be discussed at VSC Board mtg (March 18, 2020)
- b. Conference Center Update – D. STROUD – governance structure memo being completed and will be shared with task force when received.
- c. Update on City of Paso Robles Wayfinding Signage Project
  - i. Memo released from City for redesigned signage
  - ii. Signs are printed and ready to be installed
- d. Solicit Appointment from Board for City Downtown Parking Commission
  - i. Sentiment to participate on Commission to represent the tourism industry and visitors. Arnold to fill the Travel Paso seat.
- e. Final comments from BOD
  - Arnold – receiving daily cancellations; utilize patience and prepare to wait this crisis out
  - Verruni – concern about protecting employees; appreciated PRJUSD distribution of meals for students
  - Popp – emphasis on the medical and human story; seeking additional ways to support local businesses also affected by the crisis; continue to be a resource for stakeholders
  - McKee – travel will bounce back and need to be ready when it's time to travel
  - Bonelli – crisis is so much bigger than us; fact that we're all aware of each other is important

**ADJOURNMENT 3:31** – To next board meeting on April 15th at 2:00p.m. Moved by Verruni, seconded by Johnson. Motion Passed 8-0.

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