

Tuesday, September 20, 2022 – 3:00 pm
HYBRID MEETING

Video Conference Option:

<https://us02web.zoom.us/j/88243266182?pwd=eWVXQmFXUHpzNjRaODVEYk5NUTM0QT09>

Meeting ID: 882 4326 6182 Passcode: 123798

Call-In Phone Number: (669) 900-6833

In-Person Meeting Location: Oxford Suites Paso Robles, 800 4th St, Paso Robles, CA 93446

CALL TO ORDER

A. VILLICANA

1. Roll Call

Board Members Present: Alex Villicana, Kaitlin Walton, John Arnold, Vic Popp, Angela McKee, Jill Alexander, Rich Verruni

Board Members Absent: Margaret Johnson, Chance Jorgensen

Guests Present: Paul Sloan, Jen Hall, Mayor Martin, Joel Peterson, Monte

Staff Present: Stacie Jacob, Lacie Johns

RENEW AB 361

A. VILLICANA

2. Consider Resolution 22-009 renewing use of remote teleconferencing under the provision of AB 361. The following motion was made by John Arnold, seconded by Kaitlin Walton, and passed 5-0 with a roll call vote. Jill Alexander and Rich Verruni arrived late and did not vote on this item.

MOTION: Approve Resolution 22-009 as presented

PUBLIC COMMENT

A. VILLICANA

3. Public Comment (On Non-Agenda Items)

Monte, a ratepayer and TBID member, owns a short-term rental and business in Paso Robles. He commented that his businesses are not in direct benefit from Travel Paso and offered the following suggestions:

- Short term rentals of the week
 - There's a lot of great ones to highlight with amenities
- Make it easier to be highlighted in the website and the ecosystem of the website
- Events being promoted at wineries that have lodging that aren't rate paying the assessment
- Including more of the membership that is the short-term rentals – larger push to capture these properties

ANNOUNCEMENTS

A. VILLICANA

- None

CONSENT AGENDA

S. JACOB

4. Meeting Minutes from Executive Committee Meeting on September 14, 2022
5. Meeting Minutes from Board of Directors Meeting on August 16, 2022
6. Travel Paso August Marketing Report
7. Travel Paso August Media Report
8. July Business Intelligence Report
9. July STR Report
10. July COVID-19 Recovery Tracker
11. June TOT by Segment Reports (Visit SLO CAL)
12. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
13. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)

The following motion was made by John Arnold, seconded by Victor Popp, and passed 7-0 with a roll call vote.

MOTION: Approve the Consent Agenda as presented



NEW BUSINESS, UPDATES & DISCUSSIONS

A. VILICANA/S. JACOB

Imperative #4: Build and Leverage Relationships with our Partners

14. City of Paso Robles Updates

- a. Space port and tech port
- b. Paul Sloan provided contacts for the space port
Mark W. Scandalis, Airport Manager
City of Paso Robles
4912 Wing Way, Paso Robles, CA 93446
MScandalis@prcity.com
805-237-3877

William Borgsmiller, President / CEO
ACI Jet
main: (805) 782-9722 | direct: (805) 548-1310 | bill@acijet.com
acijet.com | @flyacijet

15. Community Updates

- a. Supplemental Sales Tax Oversight Committee – V. Popp
 - i. Committee that started in 2012
 - ii. Supporting candidates to go through the police academy – police department isn't up to speed yet although the funds are available
 - iii. Renominated chair to extend another year
 - iv. Meet once a quarter
- b. Visit SLO CAL – V. Popp
 - i. Meeting tomorrow (once a quarter)
 - ii. Topics
 - 1. Residential sediment study proposal will be made
 - a. Joel – the survey questions we can buy in to receive aren't questions directly about Paso, we would just get results from the Paso residents
 - 2. Strategic direction 26 – contractor has been hired
 - iii. Visit CA Luxury Forum – Oct. 23-26
 - 1. Potentially at Allegretto with a Travel Paso welcome
 - iv. Visit SLO CAL Tourism Summit – Nov. 10
 - 1. Everyone should've received an invite
- c. Paso Wine on the Road Updates – PRWCA Collaboration
 - i. Dallas - Oct. 5-7
 - 2. SLO Distillers and Farmstead ED coming
 - 3. 21 wineries attending
 - i. Phoenix/Scottsdale - Oct. 26-28
 - 4. Tickets on sale, promotions happening

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

16. Mid-Week and Corporate Travel Strategy

- a. Recap of Wine Enthusiast Media Conference Financials - PRWCA Collaboration
 - a. Review of financials – each team put in \$35,000
 - b. Review of photos and creative
 - c. Ad and landing page for Wine Enthusiast
- b. Q1 2023 Corporate Meeting Planner FAM - RFP Process
 - a. Want to do an RFP soon with secured guest list in November and partners in December
 - b. Box sent in January, trip in March

- c. Goal: 30-40 people, we had about 30 last year

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

17. PRTID Renewal

- a. Review Draft Contract with City of Paso Robles
 - i. Copy is in the packet to review
 - ii. Vic: clarity on if we have to do it every year
 - iii. Stacie: we are going to get clarity, outline an agreement that we will do an audit but legally we aren't required to.

18. Update on Audit for FY 2021/22

- Process has begun

19. Review Annual Report for FY 2021/22 – The feedback from the Executive Committee was to add in the original budget number which has been done. The following motion was made by John Arnold, seconded by Victor Popp and passed with a 7-0 roll call vote.

MOTION: Approve the Annual Report for FY 2021/22 as presented

20. Strategic Planning Workshop

- a. Phase II Workshops – October 12-13, 2022
 - Need participants to be able to attend both days if they are going to do it.
 - October 12, 10:30am-2:30pm
 - October 13, 1-5pm

21. Review August 2022 Financials

Executive committee report:

- 5% decline under our budget number over the last few months
- We have extra money, not time to slow down but put foot on the gas
- What if we keep declining? No need to rebuild budget, just watch spend amounts

The following motion was made by Victor Popp, seconded by Kaitlin Walton and passed 7-0 with a roll call vote.

MOTION: Approve the August 2022 Financial Report as presented.

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

22. Marketing Updates

- a. Harvest Campaign
 - i. Landing page linked on the home page
- b. Wine Enthusiast Campaign
 - i. Shared content with PRWCA
- c. Holiday Campaign

23. Media Updates

- a. Visit CA Media Reception – San Francisco

24. Sponsorships

- a. San Jose Earthquakes – September 24, 2022 – Final Activation
 - Are we reupping? Something to discuss in the next meeting.
 - What traffic are we seeing from this?
- b. Bovine Classic Title Sponsor
 - i. 90% of their participants are coming from more than three hours away
 - ii. Shooting for 350 participants
 - iii. Finish line festival – collecting cool local businesses to have a free booth space

2. Continuously building the content library with new assets.

- a. Red House Paso – vacation rental shoot with real models
- b. Downtown Paso shoot

- 3. Christmas tree – still in the talks for finding budget but might be a possibility for next year.

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

- Alex: do we move back to in person meetings for our November meeting? Agreement from in person team
- Angela Mckee: it's hard when I am supposed to be out of town and the last two times I've had to jump on zoom to make a quorum
- Alex: please RSVP ahead of time to be respect.

ADJOURN

The following motion was made by Angela McKee, seconded by Victor Popp, and passed 7-0 with a roll call vote.

MOTION: Adjourn the meeting at 4:40pm

NEXT MEETING: Strategic Planning Workshops – October 12 and 13, 2022
Next Regularly Scheduled Meeting – November 15, 2022 at 3pm