



## MINUTES

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### Travel Paso Board Meeting

Travel Paso Board of Directors – Regular Meeting  
Tuesday, November 19, 2019 – 2:00p.m.  
Riboli Family Wine and Event Center, 1917 Wisteria Lane, Paso Robles, CA 93446

#### **CALL TO ORDER 2:03 By John Arnold**

**Present:** Victor Popp, John Arnold, Angela McKee, Bill Roof, Mike Bradley - 3:34 Departure, Alex Villicana, Rich Verruni, Margaret Johnson, Steve Martin -3:18 Arrival

**Absent:** Kathy Bonelli

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

**Public:** Derek Kirk - Visit SLO CAL, Tom Frutchey – City of Paso Robles, Gerrie Adams - Riboli Event Center, Matt Masia - Adelaide Inn, 2:55 arrival

1. CALL TO ORDER
2. PUBLIC COMMENT (Non-Agenda Items)

#### **ANNOUNCEMENTS**

- Per accommodation of the City of Paso Robles Representatives, Arnold to move items 18 and 20 to top of agenda, changes noted on below items
- Introduction of Twisselman as new Community Relations Specialist at Travel Paso
- Introduction Gerrie Adams, Event and Hospitality Coordinator at Riboli Family Wine and Event Center
  - Adams spoke on behalf of Riboli Family Wine and Event Center as an available meeting space and event venue for the Paso Robles area

#### **PRESENTATION**

#### **CONSENT AGENDA**

3. Review/Approve October 15, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso October 2019 Monthly Marketing Report
5. Travel Paso October 2019 Media Engagement Report
6. Travel Paso September/October 2019 Campaign Results
7. Travel Paso STR Report September 2019
8. City of Paso Robles TOT Report September 2019 (may not be distributed by meeting date)
9. Visit SLO CAL STR Report September 2019
10. Review/Approve Travel Paso October 2019 Financials
11. Executive Director Report (pulled and added as item #22 on the agenda)
12. Executive Committee November 12, 2019 Meeting Notes



**ACTION:** Moved by Bradley, seconded by McKee to approve the Consent Agenda as presented. Motion Passed 8-0.

#### **NEW BUSINESS, UPDATES & DISCUSSIONS**

#### **Originally Item 18 - Review and Consider Approving Revised Conference Center MOU**

- a. Overview of revised MOU from the City of Paso Robles regarding the building of a conference center at the Paso Robles Event Center
- b. Comments from Bradley on revised MOU in relation to project development
  - i. City to act as accountant -
    1. Current expenses will be evenly divided among the three entities in MOU and billed quarterly
    2. Confirmed quarterly true-up for reimbursement of expenses incurred
  - ii. Question from McKee on how MOU was created as a partnership between the three entities
    1. Overview from Stroud on history of MOU and how it has evolved into its current form

**ACTION:** Moved by Roof, seconded by Johnson to approve Revised Conference Center MOU. Motion Passed 8-0.

- Presentation from Bradley on new conference center design concepts made after action was taken
  - Current renderings and design concepts shared

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

13. Review and Provide Feedback on Report Out from Community Partnerships Funding Program
  - a. Update on Community Partnership revisions based on task force recommendations
  - b. Feedback and suggestions from board focusing on allowing organizers to be able to sustain their program or event without partnership funding continuing over multiple years
    - i. Feedback from Arnold on splitting partnership funding before and after events and programs are over
      1. Many of these events and programs need sufficient marketing dollars for promotion beforehand
    - ii. Make clear the proposed budget and consideration guidelines to better communication funding allocation to applicants

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

14. Review and Consider Approving Direction for Paso Robles Destination TBID Assessment Increase Process
  - a. Overview of current assessment by-laws and procedures of a TBID increase
    - i. Increase of TBID would be part of funds allocated toward building a new Paso Robles conference center
  - b. Outline from Arnold as to why he proposed a TBID increase based on timing of Visit SLO CAL renewal implementation (July 2020)

- i. Considers increase another way to drive tourism, improve marketing efforts, and creates opportunities to enter partnerships with other cities/destinations
- c. Feedback from Villicana on desire to have budget for new funds in place before TBID increase is approved
  - i. Stakeholders should be informed and educated on budget increase before approval
- d. Per Stroud, Civitas has confirmed Board has the current ability to approve ½ percent
  - i. Comment from Popp on not making a quick decision to increase TOT and suggestion to take more time to inform lodging partners of increase
    - 1. Establish needs and create clear message for partner education before increase is approved
- e. Comment from Frutchey on importance on developing plan to include marketing needs and conference center needs
- f. Public comment from Masia on educating partners of increase before vote to approve

**ACTION:** Moved by Bradley, seconded by Verruni to approve direction to staff to provide budget and implement the strategy behind increase to provide an understanding of what the increase in TBID funds would be put toward. Timing for strategy to be presented at the January Board of Directors Meeting. Motion Passed 8-0.

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

#### **Originally Item 20 - Discussion on City Items – T. Frutchey and S. Martin**

- a. Visit SLO CAL – City Approval of Renewal and Relationship Building - T. Frutchey
  - i. Visit SLO CAL TMD Renewal passed on consent by the San Luis Obispo County Board of Supervisors at their November meeting; second hearing will be in December.
    - 1. Final TMD approval vote to be held January 14, 2020 for an implementation date of July 1st, 2020
  - ii. Comments on importance on tourism to the City of Paso Robles
  - iii. Comments from Stroud on beneficial relationship between Travel Paso and Visit SLO CAL going forward with reference of collaboration on January media tour
- b. City Relationship - S. Martin
  - i. Announcement from Mayor Martin on new city council task force that will analyze the cost and metrics of organizations’ contract with the City of Paso Robles to better understand how funds are allocated
    - 1. Martin and Gregory appointed to taskforce
    - 2. Comment from Stroud on revenue generation of Travel Paso
      - a. Collaboration noted with Paso Robles Chamber of Commerce and Paso Robles Wine Country Alliance
  - ii. Overview from Martin on current state of city budget, as well as finances that will be needed for future use, including public safety and city infrastructure
  - iii. Public comment from Masia on importance of tourism dollars and how over taxation may drive away tourism
- c. Wayfinding Installation - T. Frutchey
  - i. Overview of funding package for signage in the City of Paso Robles being taken to City Council for approval at November 19 meeting



1. Wayfinding Installation will be completed in phases due to increased cost
- d. Grand View Tenant Displacement - T. Frutchey
  - i. City of Paso Robles looking at short term and long-term housing solutions for evicted tenants
  - ii. Owners of the Grand View apartments have been ordered to fumigate but will not support temporary housing during fumigation
  - iii. Request to hoteliers for interim housing to support evicted tenants
  - iv. Oak Park Community project overview and timeline
  - v. Discussion on current need to absorb tenants who will be evicted on November 26th

15. Review and Final Approval for Destination Brand and Campaign

- a. Final mark and color palettes presentation
- b. Paso Robles Wine Country Alliance, Paso Robles Chamber of Commerce, and Marketing Committee have given go ahead on logo
- c. Comments from Board of Directors on marketing efforts once brand is approved

**ACTION:** Moved by Roof, seconded by Johnson to approve Final Destination Brand and Campaign. Motion Passed 7-0.

16. Review and Consider Additional Funding for Asset Development for Destination Brand

- a. Overview of next steps in brand and asset development
- b. Asset development has been paid for and TheorySF will be in Paso Robles during early December for asset development

**ACTION:** No action taken

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

19. Review and Consider Comments for Visit SLO CAL Board Meeting Agenda Items – V. Popp

- a. Overview from Popp, Board Member of Visit SLO CAL, on the importance of standing agenda item and why it is in place
- b. Destination Management Plan and Workbook to be presented on the agenda at the Visit SLO CAL board meeting Wednesday, November 20th
  - i. Plan was presented in large document
- c. VSC Board of Directors will also be asked to approve Work Plan
- d. Suggestion from Popp to ask how items will inform Visit SLO CAL budget and how new spending will be used
  - i. How will stakeholders be informed of items on document and what will the process look like?
  - ii. How are the twenty-nine recommendations from partners being prioritized?
- e. Public comment from Kirk on Destination Management Plan and VSC Board document
  - i. Plan was created based on San Luis Obispo County resident feedback and will focus on the next thirty years

- ii. Board will be asked to approve and operationalize work plan, which will then be brought into cities where residents will be asked to participate in work plan strategy
- iii. Final plan will then be taken back to VSC Board to present recommendations
- f. Comment from Stroud on questions as to what SLO CAL is doing with work plan
- g. Comment from Villicana on receiving current VSC Board information before meeting

**ACTION:** No action taken

#### 21. Community Updates

- a. Travel Paso Holiday Celebration – December 10, 4:30pm
- b. Travel Lemming Readers’ Choice Voting
  - i. Paso Robles pitched by Visit California reinforcing relationship of the two organizations
  - ii. Requests by McKee to make flyer for lobby of hotels to promote voting
- c. Executive Director report
- d. Comment from McKee on the importance of giving back to the community to improve residential and tourism relationship

**ADJOURNMENT 4:59pm** - Moved by Roof, seconded by Johnson. Motion Passed 7-0.

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 least 48 hours prior to the meeting.