

MINUTES – Travel Paso Board of Directors – Regular Meeting

Tuesday, February 16, 2021 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/87901185914?pwd=TVVCMWhpZ1psN0JMVmkzQU90NGkyUT09>

Meeting ID: 879 0118 5914

Passcode: 083394

Access via phone if computer microphone is not available: 1 (669) 900-6833

1. CALL TO ORDER at 3:01pm by Arnold – Note: Action taken by Board will be recorded via a roll call vote
Present: John Arnold, Bill Roof, Margaret Johnson (4:45pm departure), Angela McKee, Victor Popp, Rich Verruni (3:30pm departure), Kathy Bonelli, Paul Haught (4:33pm arrival)
Absent: Alex Villicana
Staff: Stacie Jacob, Alyssa Krichevsky, Mike Dawson, Jamie Smith, Brad Rubin
Public: Gina Fitzpatrick (PR Chamber of Commerce, 3:28pm departure), Steve Martin (City of Paso Robles), Annie Frew (Visit SLO CAL, 3:32pm arrival)
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

Gina Fitzpatrick, of the Paso Robles Chamber of Commerce, to discuss funding proposal – 15 minutes

- Ask for Travel Paso for FY 2020-21 is \$12,500
 - Apparel and merchandise of with Chamber to carry this forward for future purchases - \$5,000
 - Visitor Center renovation support - \$7,500
- Giveaway bags/promo items for FY 2021-22 - \$2,500
- Travel Paso provide a catalogue of branded apparel and merchandise / brand standards for Paso Robles retail outlets

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso January 19, 2021 Board Meeting Minutes
4. Travel Paso January Marketing Report
5. Travel Paso January Media Report
6. December Tourism Economics Report
7. December STR Report (Travel Paso)
8. December STR Report (SLO CAL)
9. December COVID-19 Recovery Tracking
10. December Arrivalist Report
11. SLO CAL January Marketing & Trade Update
12. Travel Paso February 10, 2021 Executive Committee Meeting Minutes
13. Paso Robles Horse Park Sponsor 2020 Recap
14. ECHO February Update

ACTION: Moved by Roof, seconded by Popp to approve Consent Agenda as presented. Roll Call Vote, Ayes: Arnold, Roof, Johnson, McKee, Popp, Bonelli. Motion passed 6-0.

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference February Board of Directors Meeting Deck

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

15. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Propane Reimbursement Program being driven by the Chamber and City
 - b. “Keep it Local” Gift Card Program provided by the City of Paso Robles
 - c. Parklets – March, up for discussion at the March City Council Meeting

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

16. Review/Approve January 2021 Financials (Action)
 - New column added into the monthly financials to show projections

ACTION: Moved by Johnson, seconded by Bonelli to approve January 2021 Financials. Roll Call Vote, Ayes: Arnold, Roof, Johnson, McKee, Popp, Bonelli. Motion passed 6-0.

17. Identify Nominating Committee (Action)

- Directors with terms ending – Johnson (lodging), McKee (lodging), Popp (lodging) and Haught (community at large)
- Solterra to confirm two term for Directors wanting to apply for a second consecutive term

ACTION: Moved by Johnson, seconded by Popp to appoint Arnold, Roof and Bonelli as the Nominating Committee. Roll Call Vote, Ayes: Arnold, Roof, Johnson, McKee, Popp, Bonelli. Motion passed 6-0.

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

18. Marketing Updates

- a. Website Data
 - Traffic was flat year over year, with a big spike in January when we launched our postcard campaign
 - Travel + Leisure and Visit CA were two big referral sources
- b. Digital Marketing – Email and Social Media
 - Valentine’s Day Promotion collaboration with Paso Robles Wine Country Alliance was really successful and partners were engaged
- c. Media Updates / IMM Trends and Highlights
 - January a banner month with over 1M UVM (unique views)
 - IMM Trends and Highlights
 - Third year that Travel Paso has attended, focus on national media/journalists
 - Met with 50 journalists in a virtual setting
- d. Postcards from Paso – Launched January
 - Pack 1 – deployment early February, about 5,600 postcard 4-pack
 - Pack 2 – with PRWCA collaboration in March
 - Billboard just got switched to the PRWCA design
- e. Branded Apparel and Merchandise Review (Action)
 - Marketing Committee preference – Dawn, Logo and Rider designs
 - Travel Paso provide a catalogue of branded apparel and merchandise / brand standards for Paso Robles retail outlets

ACTION: Moved by Johnson, seconded by McKee to approve the Travel Paso branded wear with an initial start with apparel and merchandise with Dawn, Logo and Rider designs. Roll Call Vote, Ayes: Arnold, Roof, Johnson, McKee, Popp, Bonelli. Motion passed 6-0.

Imperative #4: Build and Leverage Relationships with our Partners

19. Funding for Chamber of Commerce (Action)

- Discussion about transferring visitpaso.com to be redirected to travelpaso.com – both destination marketing urls. Previous discussion with the Chamber about purchasing the url from 2011 for \$75,000
- Directors would like to move forward with supplying the Chamber with seed money to help start the Travel Paso merchandise in the Visitor Center
- Directors would like to see the Visitor center revitalization/renovation completed prior to June 30, 2021

ACTION: Moved by McKee, seconded by Johnson to approve funding \$5,000 for the Travel Paso branded apparel and merchandise. \$7,500 Visitor Center revitalization funding upon completion of the Visitor Centers renovation by the end of the FY 2020-21 (June 30, 2021) and contingent upon the request of re-routing the visitpaso.com url to travelpaso.com for a trial period six months starting March 1, 2021. Roll Call Vote, Ayes: Arnold, Roof, Johnson, McKee, Bonelli, Haught. Motion passed 6-0. Popp to abstain.

20. City of Paso Robles

- a. [City Council Goal Setting Workshop](#) – February 20
- b. Travel Paso Presentation at City Council – March 2
 - Solterra working on presentation and will follow up with Arnold and Popp

21. Community Updates

- a. Visit SLO CAL Board Update – V. POPP

- Spartan race postponed to November
- Advocacy of study for the Oceano Dunes – re-permitting and possible closure of the dunes
- Mering – agency of record for Visit SLO CAL

ADJOURNMENT at 4:51pm by Arnold: To Next Scheduled Meeting March 16, 2021 - 3:00 pm

Moved by Roof, seconded by Popp. Roll Call Vote, Ayes: Arnold, Roof, McKee, Popp, Bonelli, Haught. Motion passed 6-0.

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 Travel Paso at 805-801-1650 at least 48 hours prior to the meeting.