

MINUTES – Travel Paso Board of Directors – Regular Meeting

Tuesday, March 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 3:03pm by Arnold – Note: Action taken by Board will be recorded via a roll call vote
Present: John Arnold, Bill Roof, Margaret Johnson, Alex Villicana, Angela McKee (3:30pm arrival), Victor Popp, Rich Verruni, Kathy Bonelli, Paul Haught
Absent:
Staff: Stacie Jacob, Alyssa Krichevsky, Mike Dawson, Jamie Smith, Brad Rubin
Public: Steve Martin (City of Paso Robles), Annie Frew (Visit SLO CAL)
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

Sensorio Reopening and New “Light Towers” Display

- Media preview – April 13

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso February 16, 2021 Board Meeting Minutes
4. Travel Paso February Marketing Report
5. Travel Paso February Media Report
6. January Tourism Economics Report
7. January STR Report (Travel Paso)
8. January STR Report (SLO CAL)
9. January Arrivalist Report
10. SLO CAL February Marketing & Trade Update
11. Travel Paso March 10, 2021 Executive Committee Meeting Minutes

ACTION: Moved by Roof, seconded by Verruni to approve Consent Agenda as presented. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, Popp, Verruni, Bonelli, Haught. Motion passed 8-0.

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference March Board of Directors Meeting Deck

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

12. COVID-19 Updates – Paso Robles Tourism Ecosystem
 Propane Reimbursement Program
 City of Paso Gift Card Program
 Parklets on the agenda at City Council tonight

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

13. Review/Approve February 2021 Financials (Action)
 Waiting on final Humana reimbursement with goal to getting everything wrapped up prior to the end of FY 2020-21

ACTION: Moved by Johnson, seconded by Arnold to approve February 2021 Financials. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, Popp, Verruni, Bonelli, Haught. Motion passed 8-0.

14. Waiving TID Penalty for November 2020 (Action)
 TID payment timing error during the holidays, within a five day window. Confusion that the County said they were closed, so there were assumptions that the City was the same.

ACTION: Moved by Villicana, seconded by Popp to approve waiving the TID Penalty for November 2020. Roll Call Vote, Ayes: Arnold, Roof, Villicana, Popp, Verruni, Bonelli, Haught. Motion passed 7-0. Johnson to abstain.

15. Solterra Strategies Contract Review (Action)
 Overview of team time allocation from April 2020 to present

Review the proposed Solterra Strategies FY 2021-22 + 2 years Contract with Q&A Discussion
Stacie Jacob will be the lead for the BID Renewal with support from Alyssa Krichevsky
Solterra will review time allocation annually with the Board

ACTION: Moved by Johnson, seconded by Bonelli to approve the FY 2021-22 + 2 years Solterra Strategies Contract. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Haught. Motion passed 9-0.

16. Nominating Committee and Recruitment Update
Timeline plan - applications open from March 18 – April 30 with active recruitment
Reach out to small properties – Farmhouse, Stables Inn, Hotel Cheval
RV Resort outreach
Directors up for renewal, if they choose – Johnson, McKee, Popp and Haught
 - a. May 18 Board Meeting – Nominating Committee Recommendation and Board Vote
17. Marketing Committee Recruitment Process

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

18. Marketing Updates
 - a. Website Data
 - b. Digital Marketing – Email and Social Media
 - c. Media Updates
 - d. Postcards from Paso – Launched January
 - i. Campaign Updates with Q&A Discussion
 - e. Spring Road Trips Campaign Overview, April – June
April – wildflowers, couples, wine, Allegretto
May – rv stargazing, camping, outdoors, young family, Sensorio
June – group of girlfriends, horseback, Stables Inn, wine
 - i. Q&A Discussion

Imperative #4: Build and Leverage Relationships with our Partners

19. Community Updates
 - a. Visit SLO CAL Board Update – V. POPP
Oceano Dunes
New Chief Marketing Consultant – Nancy Toll (4 month contract)
 - b. City of Paso Robles
City Council tonight – will not take a stance on any items on the agenda
City Council Presentation on March 2
20. Chamber of Commerce
URL discussion with the Chamber in regard to the visitpaso.com
Travel Paso representatives - Roof, Bonelli

ADJOURNMENT at 4:45pm by Arnold: To Next Scheduled Meeting April 20, 2021 - 3:00 pm

Moved by Roof, seconded by Villicana to adjourn. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Haught. Motion passed 9-0.

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.