

MINUTES – Travel Paso Board of Directors – Regular Meeting

Tuesday, April 20, 2021 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/87901185914?pwd=TVVCMWWhpZ1psN0JMVmkzQU90NGkyUT09>

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 3:04pm by Arnold – Note: Action taken by Board will be recorded via a roll call vote
Present: John Arnold, Bill Roof, Alex Villicana, Angela McKee, Victor Popp, Rich Verruni (4:55pm departure), Kathy Bonelli, Paul Haught (4:59pm departure)
Absent: Margaret Johnson
Staff: Stacie Jacob, Alyssa Krichevsky, Mike Dawson, Jamie Smith, Brad Rubin
Public: Steve Martin (City of Paso Robles), Colleen Bojorquez (Paso Robles Event Center), Greg Carpenter (City of Paso Robles)
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

Paso Robles Event Center Update from Coleen Bojorquez – 15 minutes

- Mid-State Fair open for July-August – music/concerts on hold, 25% fair, planning for exhibits and livestock program
- Current – horse shows, Covid-19 vaccine and testing

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso March 16, 2021 Board Meeting Minutes
4. Travel Paso March Marketing Report
5. Travel Paso March Media Report
6. February Business Intelligence Report
7. February STR Report (Travel Paso)
8. February STR Report (SLO CAL)
9. February Arrivist Report
10. SLO CAL March Marketing & Trade Update
11. February Covid-19 Recovery Tracker
12. Travel Paso April 14, 2021 Executive Committee Meeting Minutes

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

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference April Board of Directors Meeting Deck

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

13. COVID-19 Updates – Paso Robles Tourism Ecosystem
 SLO CAL – open vaccines to hospitality industry, happening today
 City of Paso extended gift card reimbursement program through June 30
 Propane Program – receipt extension through end of April
 Parklets – City Council approved current program through October 31, restaurant group meeting with City
 VCA communicated that the 120 mile travel restriction has been lifted
 Private Venues and Events guidelines (4/14/21)
 - Outdoor – max 50 people, with proof of negative test or full vaccination max 200 people
 - Indoors – max 100 people, all must show proof of negative test or full vaccination
 June 15 reopening – removing the county-by-county tier system

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

14. Review/Approve March 2021 Financials (Action)

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

15. Review Vingage Consulting Contract (Action)

Scope and fees the same as last year with key responsibilities of media buying, digital strategy, software updates, paid ads
New component – SEO services with a monthly specification

ACTION: Moved by Roof, seconded by Villicana to approve the Vingage Consulting Contract for FY 2021-22 with the addition of the \$1,000 per month SEO build as presented. Roll Call Vote, Ayes: Arnold, Roof, Villicana, McKee, Popp, Verruni, Bonelli, Haught. Motion passed 8-0.

16. Review Foreword Brand Contract (Action)

Built proposed contract to reflect current responsibilities, increased monthly fees based off those extra duties.

ACTION: Moved by Verruni, seconded by McKee to approve the Foreword Brand Contract for 2021 – 2023, contingent as FY 2021-22 with two year option based on TMD renewal, with increase to \$6,000 per month. Roll Call Vote, Ayes: Arnold, Roof, Villicana, McKee, Popp, Verruni, Bonelli, Haught. Motion passed 9-0.

17. Nominating Committee Board Recruitment and Marketing Committee Recruitment Updates

Angela McKee, Paul Haught, Victor Popp, Margaret Johnson interested incumbents for FY 2021-22
One new application for the Marketing Committee – Ian Consoli, Marketing Director of Tablas Creek Vineyard

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, January – March
 - i. Campaign Summary with Q&A Discussion
Travel Paso will continue to promote these postcards through the website and working with community partners to help distribute
- e. Spring Road Trips Campaign Overview, April – June
 - i. Campaign Update with Q&A Discussion
Finished up photo and video shoot for the May and June campaign focus

19. FY 2021-22 Marketing Ideas

Presented marketing initiative ideas for FY 2021-22 based on each of the four key imperatives:

- 1. Develop a mid-week strategy; define what corporate travel now looks like and build awareness among this audience
- 2. Build awareness among leisure travelers with an emphasis to extend length of stay
- 3. Lead the renewal of the Paso Robles Tourism Marketing District
- 4. Survey stakeholders to measure success and determine focus for renewal
- 5. Develop a narrative about economic impact that’s meaningful and resonates with tourism partners, elected officials, residents and other interested parties
- 6. Participate in collaborative research efforts (SLO CAL)
- 7. Foster an integrated approach to align the Paso Robles brand among earned, social, paid and owned media channels
- 8. Participate and actively engage in Experience SLO CAL 2050 initiatives as it relates to the Paso Robles Destination
- 9. Continue community partnership – Visit California, Visit SLO CAL, Central Coast Tourism Council, Paso Robles Wine Country Alliance, Chamber of Commerce, Main Street Association, community events program

Imperative #4: Build and Leverage Relationships with our Partners

20. Chamber of Commerce URL Discussion, Roles and Responsibilities

Next steps – Vingage to audit visitpaso.com to determine the value the domain

21. City of Paso Robles Updates

- a. Parking Update
 - b. Arnold interviewing Measure J tomorrow
22. Community Updates
- a. Visit SLO CAL Board Update – V. POPP
 - Onboarding new agency of record and new Chief of Marketing consultant
 - Highway 1 closure and Oceano Dunes advocacy

ADJOURNMENT at 5:12pm by Arnold: To Next Scheduled Meeting May 18, 2021 - 3:00 pm

Moved by Roof, seconded by Popp to adjourn. Roll Call Vote, Ayes: Arnold, Roof, Villicana, McKee, Popp, Bonelli. 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.