

MINUTES – Travel Paso Board of Directors – Regular Meeting

Tuesday, May 18, 2021 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/87901185914?pwd=TVVCMWpZ1psN0JMVmkzQU90NGkyUT09>

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, Alex Villicana (4:35pm departure), Angela McKee, Victor Popp, Rich Verruni, Kathy Bonelli, Paul Haught
Absent:
Staff: Stacie Jacob, Alyssa Krichevsky, Mike Dawson, Jamie Smith, Brad Rubin, Lacie Johns
Public: Chuck Davison (SLO CAL), Paul Sloan (City of Paso), Annie Frew (SLO CAL)
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

Camp Roberts RFP Update from Chuck Davison – 15 minutes

- Multiple RFPs for government workers to stay in San Luis Obispo County
 - Total requests are up to 7,700 rooms per night, all rooms are tax exempt
 - Contracts are 6-12 months in length
- Concerns are for infrastructure capabilities
- Camp activation possibly starting July 1

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso April 20, 2021 Board Meeting Minutes
4. Travel Paso April Marketing Report
5. Travel Paso April Media Report
6. March Business Intelligence Report
7. March STR Report (Travel Paso)
8. March STR Report (SLO CAL)
9. March Covid-19 Recovery Tracker
10. March Arrivalist Report
11. SLO CAL April Marketing & Trade Update
12. Travel Paso May 12, 2021 Executive Committee Meeting Minutes

ACTION: Moved by Villicana, seconded by Johnson to approve Consent Agenda as presented. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Haught. Motion passed 9-0.

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference May Board of Directors Meeting Deck

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

13. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Mobile Vaccine Unit - opportunity for hospitality businesses to host
 - b. June 15 Reopening - mask mandate still in place in SLO County regardless of the CDC announcement on May 13 for masks not required for fully vaccinated individuals

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

14. Review/Approve April 2021 Financials (Action)

ACTION: Moved by Roof, seconded by Johnson to approve April 2021 Financials. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Haught. Motion passed 9-0.

15. Review/Approve FY 2021-22 Budget (Action)
 - Full review of the FY 2021-22 budget with focus on the outlined expense line items

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

16. Nominating Committee FY 2021-22 Recommendations

- a. Board of Directors Election (**Action**)
 - FY 2021-22 vacant Board of Director seats to be filled by incumbents Angela McKee, Victor Popp, Margaret Johnson and Paul Haught, for a one-year term.
- b. Officer Election (**Action**)
 - Officer team recommendation includes John Arnold, Bill Roof, Margaret Johnson and Alex Villicana, for a one-year term.
- c. Marketing Committee Appointment (**Action**)
 - Bring all Marketing Committee applicants on for FY 2021-22

ACTION: Moved by Villicana, seconded by Verruni to approve the Nominating Committee’s recommendation of the FY 2021-22 vacant Board of Director seats, Officer team and Marketing Committee as presented. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Haught. Motion passed 9-0.

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

17. Marketing Updates

- a. Partner Collaboration – VCA, CCTC and PRWCA
 - VCA California Travel Now Stories
 - CCTC – TripAdvisor Ads
 - PRWCA – Wine Festival collab digital spend and marketing
- b. Spring Road Trips Campaign Updates, April – June
 - April – wildflowers
 - May – family travel
 - June – girlfriends’ weekend
 - Paso in a Box, June 3
- c. Q2/Q3 Advertising – Red Tricycle, So Cal Billboards, Good Housekeeping/Woman’s Day Magazine
 - Red Tricycle – article, banner ads, launched May 18
 - So Cal Billboards – 90 general market posters, start June 7
 - Good Housekeeping/Woman’s Day Magazine – full page print ad, start in August

18. Website Updates

- Newsletter pop-up for postcards
- Event calendar
- Event, Music and Festival pages

Imperative #4: Build and Leverage Relationships with our Partners

20. City of Paso Robles

- a. Parking Commission Update – most of the discuss about parklets, looking at value of the parking spots in the City of Paso Robles budget

21. Community Updates

- a. Visit SLO CAL Board Update and Representation – V. POPP (**Action**)

ACTION: Moved by McKee, seconded by Johnson to approve to continue having Victor Popp as the Travel Paso/City of Paso Robles representative on the Visit SLO CAL Board of Directors, three-year term. Roll Call Vote, Ayes: Arnold, Roof, Johnson, McKee, Verruni, Bonelli, Haught. Motion passed 7-0. Popp to abstain.

ADJOURNMENT at 4:57pm by Arnold: To Next Scheduled Meeting June 15, 2021 - 3:00 pm

Moved by Johnson, seconded by Verruni to adjourn. Roll Call Vote, Ayes: Arnold, Roof, Johnson, McKee, Popp, Verruni, Bonelli, Haught. Motion passed 8-0.

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.