

MINUTES – Travel Paso Board of Directors – Regular Meeting

Tuesday, June 15, 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 3:03pm by Arnold – Note: Action taken by Board will be recorded via a roll call vote  
**Present:** John Arnold, Bill Roof, Margaret Johnson (4:30pm departure), Alex Villicana, Angela McKee (4:58pm departure), Victor Popp, Kathy Bonelli (4:01pm departure), Paul Haught  
**Absent:** Rich Verruni  
**Staff:** Stacie Jacob, Alyssa Krichevsky  
**Public:** Paul Sloan (City of Paso), Vanessa Rodriguez (SLO CAL), Colleen Bojorquez (Paso Robles Event Center), Lynda Plescia (City of Paso Robles), Melissa Murray (SLO CAL), Gina Fitzpatrick (Paso Robles Chamber)
2. PUBLIC COMMENT (On Non-Agenda Items)

**ANNOUNCEMENTS**

**J. ARNOLD**

Mid-State Fair Update, Colleen Bojorquez – 10 minutes

- Music announcements being rolled out now. Likely not having 12 nights of entertainment, like a traditional year. Some local musicians for the Frontier Stage.
- Horse shows being booked
- Home arts and still exhibits entries just closed and exhibits coming in next week
- Shopping and concession coming back
- Carnival – rides, games, can buy online and have wristband scan
- Season passes going on sale on Friday
- Following mega event state guidelines

2021 Concerts in the Park Sponsorship Request, Lynda Plescia – 10 minutes

- Nine concerts scheduled for 2021, beginning July 1
- Funding provides support for building and renovating parks throughout the city
- Travel Paso logo being included on posters and can be added to other print advertising

Visit SLO CAL Events & Festivals Strategy Overview, Melissa Murray – 10 minutes

- Part of the Experience SLO CAL 2050 strategy
- Strategy – Festival and Events Working Group (includes local DMOs), help develop the strategy and become
- Draft MOU between Visit SLO CAL and county/city to help steer the outcome of the strategy
- Focus is tourism related, county-wide events – i.e. Sensorio, Wine Fest
- Comprehensive analysis of current events (i.e. local vs non-local, demographics, economic)
- Country-wide event calendar – will live on Visit SLO CAL website
- Project kickoff at the end of 2021

**CONSENT AGENDA (Action Required)**

**S. JACOB**

3. Review/Approve Travel Paso May 18, 2021 Board Meeting Minutes
4. Travel Paso May Marketing Report
5. Travel Paso May Media Report
6. April Business Intelligence Report
7. April STR Report (Travel Paso)
8. April STR Report (SLO CAL)
9. April Covid-19 Recovery Tracker
10. April Arrivalist Report
11. SLO CAL May Marketing & Trade Update

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

**NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)**

**J. ARNOLD/S. JACOB**

*Reference June Board of Directors Meeting Deck*

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

12. COVID-19 – reopening day
13. Corporate Travel Task Force Meeting, June 23
14. San Jose Earthquakes Sponsorship **(Action)**  
Review sponsorship overview, including corporate connection and Silicon Valley companies  
First game/booth – June 26  
Board interested in plan for business outreach when onsite

**ACTION:** Moved by Popp, seconded by Haught to approve the San Jose Earthquakes Sponsorship for June 2021 – May 2022 for \$57,500 with the understanding that Travel Paso will bring this sponsorship back to the Board in the October 2021 meeting to discuss continuing contract through May 2024. The \$57,500 will be paid in the FY 2020-21. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Haught. Motion passed 7-0.

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

15. Review/Approve May 2021 Financials **(Action)**  
  
**ACTION:** Moved by Johnson, seconded by McKee to approve May 2021 Financials. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Haught. Motion passed 7-0.
16. Roundtable for FY 2021-22 Meeting Schedule  
Board interested in returning to in-person meetings with a virtual option

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

17. Marketing Updates  
Reviewed the Marketing Report stats
  - a. Spring/Summer Road Trip Campaign Updates, April – August
  - b. Reopening Campaign, June 7 – July 5
18. Visit SLO CAL Events & Festivals Strategy MOU **(Action)**  
Board would like to fully review the MOU and get a better idea of the project prior to taking any action. Travel Paso will move this to the July Board Meeting.

**ACTION:** The Board of Directors will take no action at this time.

Imperative #4: Build and Leverage Relationships with our Partners

19. Community Sponsorship Program
  - a. Concerts in the Park - \$2,250 **(Action)**  
  
**ACTION:** Moved by Villicana, seconded by Popp to approve the 2021 Paso Robles' Concerts in the Park community sponsorship of \$2,250 to be paid out in FY 2020-21. Roll Call Vote, Ayes: Arnold, Roof, Villicana, McKee, Popp, Haught. Motion passed 6-0.
  - b. Independence Day Celebration **(Action)**  
Arnold working with the city and community to put on an Independence Day show at Ravine Water Park.  
Villicana was apprehensive about this funding request due to the last-minute nature of the request, traffic concerns and how this correlates to marketing the destination.  
  
**ACTION:** Moved by Roof, seconded by Haught to approve an Independence Day celebration community sponsorship not to exceed \$50,000. Roll Call Vote, Ayes: Arnold, Roof, McKee, Haught. Nays: Villicana. Abstain: Popp. Motion passed 4-1-1.
20. City of Paso Robles
  - a. Measure J Update – J. Arnold turn over to next meeting
21. Community Updates
  - a. Visit SLO CAL Board Update – V. Popp  
Board Meeting next week and will approve marketing plan. New Executive Committee
  - b. Paso Robles Chamber of Commerce

Chamber update from V. Popp – visitpaso.com url discussion continues, Travel Paso understands that this url has value, but understanding what the value is  
Fitzpatrick – looking to have the website analyzed in the next 60 days to understand the value  
Visitors Center Update

- New paint, reclaimed wood and shelving up, kiosk up
- Needs to be completed – lighting, some shelving, welcome sign, artwork
  - #travelpaso sign will not be installed by June 30
  - Completion of all other items should be done by June 30
- Looking to have Anderson Brothers come and design the merchandise display

Board recommendation is to add the Visitor Center payment with URL contingency to the July 2021 Board Meeting agenda as an action item.

**ADJOURNMENT at 5:19pm by Arnold:** To Next Scheduled Meeting July 20, 2021 - 3:00 pm

Moved by Roof, seconded by Villicana to adjourn. Roll Call Vote, Ayes: Arnold, Roof, Villicana, Popp, Haught. Motion passed 5-0.

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.