



## MINUTES

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### Travel Paso Board Meeting

Travel Paso Board of Directors – Regular Meeting  
Tuesday, December 17, 2019 – 2:00p.m.  
Allegretto Vineyard Resort, 2700 Buena Vista Drive, Paso Robles, CA 93446

#### **CALL TO ORDER 2:03 By John Arnold**

**Present:** Victor Popp, John Arnold, Angela McKee, Bill Roof, Mike Bradley, Alex Villicana, Rich Verruni (departed 3:14),

**Absent:** Kathy Bonelli, Margaret Johnson

**Staff:** Danna Stroud, Karli Twisselman, Annie Bowsky

**Public:** Derek Kirk and Ashley Mastako – Visit SLO CAL

- 1.
2. PUBLIC COMMENT (Non-Agenda Items)

#### **ANNOUNCEMENTS**

1. Popp commented regarding Sensorio having no phone number to call to see if it is rained out, etc.
2. Popp commented on how lovely this year's Christmas party and suggested having one again next year similar in style and size.

#### **CONSENT AGENDA**

3. Review/Approve November 19, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso November 2019 Monthly Marketing Report
5. Travel Paso November 2019 Media Engagement Report
6. Travel Paso November 2019 Campaign Results
7. Travel Paso STR Report October 2019
8. City of Paso Robles TOT Report October 2019
9. SLO CAL STR Report October 2019
10. Executive Director Report (included CalTravel Board Meeting Report)
11. Executive Committee December 12, 2019 Meeting Notes
12. Review/Approve Engagement Letter with RWG Law for Conference Center Governance Structure

Popp suggested additional funds list especially during new logo campaign, Stroud informed that in January, overages in TOT, mid-year adjustments, coop, video asset development would take place. Bradley suggested adding TBID discussion to agenda items.

**ACTION:** Moved by Popp, seconded by Villicana to approve the Consent Agenda as presented. Motion Passed 7-0.

#### **NEW BUSINESS, UPDATES & DISCUSSIONS**

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



13. Update on Community Partners Meetings (Discussion)

McKee commented on need for event producers to distribute posters on the events to lodging partners for display for guests.

14. Review and Consider Approving Policy for Listings on Travel Paso Website (Action):

Arnold suggested to look for TCP for legit vendors, Civitas report.

**ACTION:** Moved by McKee, seconded by Villicana to approve Policy for Listings on Travel Paso Website. Motion Passed 7-0.

15. Review and Consider Approving Updated Community Partnerships Funding Program (Action)

Arnold suggested giving 75% of the funding amount to recipient, then 30 days out give 25%. Popp commented that it is a lot of work, anything below \$5000 should get full amount, or 85/15%, and to include incentives for events around slower season. Bradley commented to add in agriculture, equine, wine to special event category on application.

**ACTION:** Moved by Villicana, seconded by Bradley to approve the updated Community Partnerships Funding Program as presented and confirm 75% of funding to be provided upon approval of the application and 25% provided after the event with delivery of the post-event report. Motion Passed 7-0. NOTE: Staff will distribute updated information and application requirements to previous applicants and interested parties before end of this week.

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

16. Review and consider approving November 2019 Financials (Action)

Arnold questioned why no revenue showed for November and suggested using the projected revenue as shared by the City monthly report and then reconcile when final check is deposited. Stroud reminded the 5% contingency fund from 2018-19 is in a CD account does not reflect interest earned as the bank advised that interest is being accrued and will be shown in the account at the end of the CD term. Additional update is that contracts with Vingage, Solterra Strategies, and Oak & Barrel expiring at the end of December and a mid-year budget review will take place at the January Board meeting..

**ACTION:** Moved by Villicana, seconded by Popp to approve November 2019 Financials as presented. Motion Passed 7-0.

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

17. FY 2019-20 Marketing Program of Work Calendar Update – What’s Ahead - Sip & Savor

- a. Tournament of Roses – December 28-30, 2019
- b. San Diego Media FAM – January 7-10, 2020
- c. Destination Brand Launch – January 2020; New Creative coming second week of January

**Imperative #4: Build and Leverage Relationships with our Partners**



## 18. Community Updates

- a. Visit SLO CAL TMD Renewal and Board Update – Popp shared updates from the Nov 20<sup>th</sup> Visit SLO CAL meeting: DMS ever evolving document, Spartan Race sponsorship approved at \$60,000, Coraggio Group has been contracted to update the 2023 Direction, 3 new positions were shared, chief marketing officer has been hired, three cities in the county submitted bids for the CA Welcome Center following the closure of the center in Pismo Beach – three cities expressed interest: Pismo Beach, Morro Bay and Atascadero.
- b. Stroud advised tonight’s City Council meeting would include a budget review.

**ADJOURNMENT** Meeting adjourned at 3:57pm. Moved by Roof, seconded by Popp. Motion Passed 7-0.

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 Annie Bowsky at 888- 988-PASO least 48 hours prior to the meeting.