



MINUTES

Travel Paso Board Meeting

Travel Paso Board of Directors – Regular Meeting
Tuesday, January 21, 2020 – 2:00p.m.
Allegretto Vineyard Resort, 2700 Buena Vista Drive, Paso Robles, CA 93446

CALL TO ORDER 2:05 By John Arnold

Present: John Arnold, Angela McKee, Bill Roof, Rich Verruni, Margaret Johnson, Kathy Bonelli (2:18 arrival)

Absent: Mike Bradley, Victor Popp, Alex Villicana

Staff: Danna Stroud, Karli Twisselman, Annie Bowsky

Public: Derek Kirk Visit SLO CAL (2:14 arrival), Dale Gustin – Paso Robles Main Street (2:13 departure)

1. CALL TO ORDER
2. PUBLIC COMMENT (Non-Agenda Items)
 - a. Comment from Gustin on Roblan of the Year and recent article from The New York Times

ANNOUNCEMENTS

Hard copy of the New York Times article routed for Board viewing

CONSENT AGENDA

3. Review/Approve December 2019 Travel Paso Board Meeting Minutes
4. Travel Paso December 2019 Monthly Marketing Report
5. Travel Paso December 2019 Media Engagement Report
6. Travel Paso December 2019 Campaign Results
7. Travel Paso STR Report November & December 2019
8. City of Paso Robles TOT Report November 2019
 - a. Comment form Arnold on hotel segment TOT revenue increasing
 - b. Stroud advised this was preliminary report and anticipate changes to final report from the City of Paso Robles
9. Visit SLO CAL STR Report November 2019
10. Executive Director Report
11. Executive Committee January 2020 Meeting Notes

ACTION: Moved by Johnson, seconded McKee to approve the Consent Agenda as presented. Motion Passed 5-0.

NEW BUSINESS, UPDATES & DISCUSSIONS

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

12. Paso Robles TBID Increase (Discussion)



- a. Overview from Arnold on current views and direction for an increased TBID assessment
 - i. Advised to pause process on increase until a plan for a conference center is in place or during the 2022 renewal
 - ii. Comment from Gustin on Travel Paso TOT increase and city funding
 - iii. Recommendation from Executive Committee to hold off on increasing TBID assessment until conference center plans are in place
 - iv. Discussion on conference center funding from Travel Paso
 - v. Arnold would like to see a refresh to the original B&D study, update idea/cost/change in demand. Stroud commented that conference center joint task force may be meeting in February to receive updates on governance structure.
 - vi. Consensus from Board to support Executive Committee recommendation to pause an increase until additional information re: conference center financing is known.

13. Paso Robles City Council – NY Times 52 Places to Go Letter – January 21, 2020 (Presentation)
 - a. Presentation slide deck for City Council shared with Board
 - b. Travel Paso would like to reinforce the quality of life in Paso Robles at the January 21st Paso Robles City Council Meeting
 - i. The New York Times article and presentation goes beyond tourism marketing and reflects on the community as a whole
 - ii. Reflects a fresh and new destination “fresh and compelling”
 - iii. Focus on media relationship development
 - c. Overview of other current media hits and upcoming activities for Travel Paso
 - d. Comment from Verruni on internal and external marketing to the community of Paso Robles, focusing on job development within the community from the hospitality and tourism industries, amount of jobs creating in, feature employees in hospitality industry, humanistic approach (tourism month May 2020), quarterly basis, saluting restaurant segment, with PRWCA, honor winemaker of year, etc, human interest. Comment from McKee about how the tourism industry is positioned to keep local people local and provide long term career opportunities.
 - i. Agreement from Board on the importance of informing the community of Paso Robles on the positive impact of tourism

14. SLO Marathon – Search for New Location
 - a. SLO Marathon currently looking for new location, will no longer be held in The City of San Luis Obispo
 - i. Recent meeting held with community groups to discuss the possibility of hosting SLO Marathon in Paso Robles
 - ii. Seeking \$50,000 investment to host event in 2021
 1. Possible co-op with Santa Maria and Morro Bay to cover costs
 - iii. Board asked to discuss the possibility of hosting some form of a race in Paso Robles
 1. Request for a look of out of area visitors a race would bring into the area
 2. Comment on late April date being a busy part of the month
 - a. Request to have a date targeted during shoulder season

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



15. Review and Consider Approving December 2019 Financials (Action)

ACTION: Moved by McKee, seconded by Verruni to approve December 2019 Financials. Motion Passed 6-0.

16. Review and Consider Approving FY2019-20 Budget Reallocation (Action)

- a. FY19-20 Updated Marketing Program of Work
 - i. **CAP at Event marketing at \$25K, sponsorships \$75 total, part time sales \$, plus trade show
- b. Proposed Rollover + Revenue Budget
 - i. **rollover \$102,073 last year, video asset development, PRWCA co-op, brand strategist implementation, cycling campaigns, \$181,250
- c. Proposed Contract Outline for 2020 Marketing Services
 - i. Foreword Brand is newly proposed contract as Brand Strategist
 - ii. All contracts proposed to extend through June 2020
 1. Contracts will be renewed to align with the approval of the FY 20-21 budget
 - iii. Comment from Bonelli on breakdown of contracted and employee responsibilities. Review of the Travel Paso Organizational Chart included with meeting packet.

ACTION: Moved by Johnson, seconded by Roof to approve FY2019-20 Budget Reallocation as presented. Motion Passed 6-0.

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

2. Destination Brand Launch and Website Project Updates (Discussion)
 - a. Update on new brand launch, style guide is in hand
 - b. Brand to be launched before website is completed
 - c. Simpleview has received updated brand content and meeting has been scheduled to re-engage with website development process
 - d. Arnold would like to see the "one word" brand campaigns
 - e. Staff will be able to share slide deck at Feb meeting, featuring the event campaign.

Imperative #4: Build and Leverage Relationships with our Partners

3. Community Updates
 - a. SLO CAL TMD Renewal and Board Update – V. POPP (ABSENT)
 1. Popp absent from meeting, update tabled
 2. Request from Bonelli to discuss Visit California Welcome Center (CWC) process solicited by Visit SLO CAL (VSC).
 3. Comment from Kirk on current VCA CWC to advise VSC Board approved the proposal by South County Chamber of Commerce to operate the CWC at the original Pismo Beach location. Stroud advised that Travel Paso had checked with City re: availability of the Train Depot as possible site (n/a due to long term lease) as well as checked with PRCC re: current visitor center that didn't meet CWC qualifications. Determined that Paso didn't have an appropriate location to bid on the CWC RFP issued by VSC.
 - b. Conference Center Update – Stroud advised of governance work being completed by RWG Law Group and still waiting on bylaws from the State of California/16th DAA.

1. Will give full update at February 18th BOD Meeting
- ii. Discussion on how to keep equestrian shows in Paso Robles at the Paso Robles Event Center with concerns expressed by event producers over expenses they incur to produce an event in Paso. Staff advised of working with producers and lodging stakeholders to secure room blocks and possible lodging deals for staffing needs.
- c. Question from McKee for Kirk on new Santa Maria airport flights and if there is any concern related to competition with SLO Co Airport's new flights. Kirk advised that Visit SLO CAL is working closely with SLO Co airlines and doesn't anticipate impact.

ADJOURNMENT – Moved by Roof, seconded by Verruni to adjourn meeting at 3:41pm. Motion Passed 6-0. Next meeting scheduled for Tuesday, February 18, 2020 @ 2:00pm.

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.