



MINUTES

Travel Paso Board Meeting

Travel Paso Board of Directors –Regular Meeting
Tuesday, March 19, 2019 at 2:00pm
Holiday Inn Express & Suites, 2455 Riverside Avenue, Paso Robles, CA 93446

CALL TO ORDER 2:03 By Victor Popp

Present: Victor Popp, Bill Roof, Kathy Bonelli, John Arnold, Alex Villicana, Mike Bradley (arrived 2:45pm), Steve Martin, Brittany Tonkin, Mayor Steve Martin

Absent: Doug Ayers, Margaret Johnson

Staff: Danna Stroud, Annie Bowsky

Public: Dave Westland-Expedia

ANNOUNCEMENTS

- **PUBLIC COMMENT (On Non-Agenda Items)**
 - Introduction from Dave Westland of Expedia
- **Announcements**
 - 2019-2-21 Strategic Direction plans laminated and available
 - Fair Board is having meeting at 9:30am 3/20/19
 - Board looking for recommendation on Master facilities plan
 - Travel Paso unable to attend due to STR Task Force mtg
 - Board encouraged to attend
 - Invite to PRWCA social gathering - Meet and greet with PRWCA leadership, Chamber, and other community leaders

CONSENT AGENDA

- Review/Approve February 19, 2019 Travel Paso Board Meeting Minutes
- Travel Paso February 2019 Monthly Marketing Report
- Travel Paso February 2019 Media Engagement Report
- Travel Paso STR Report January 2019
- SLO CAL STR Report January 2019
- Review/Approve Travel Paso February 2019 Financials
- Executive Director Report
- Executive Committee Meeting Notes (3/15/19)
 - Review from Victor on how Exec Committee oversees reports

Discussion

- Board comment on increase of Mendocino data on STR report
- Upcoming proposal to move office based on City approving joint office space



ACTION: Moved by Villicana, seconded by Bonelli to approve consent agenda as presented.
Motion Passed Unanimously.

BUSINESS ACTION ITEMS

- Review and Consider Approving the Simpleview contract for Website Development Project
 - Contract review and edits discussed
 - No changes to contract
 - How much support that will be needed, first year and going forward
 - Cost and delineation of support hours

ACTION: Moved by Bonelli, seconded by Arnold to approve the Simpleview contract for Website Development Project with pre-purchased service agreement/support hours included.
Motion Passed Unanimously.

- Executive Committee Report Out on Board Elections, Terms and By-Law Changes Processes
 - Updates and what is to be expected from upcoming elections
- Review and Consider Approving Recommendations for Appointments to the Travel Paso Marketing Committee
 - Review of current members and proposal to add new members per recommendation from Executive Committee
 - Question posed on how to manage current members and bylaws pertaining to adding new members.
 - Proposed structure for applicants based on attendance and ability to attend meeting
 - Board encouraged to attend meeting and give feedback
 - Board to be added to marketing committee mailing list

ACTION: Moved by Roof, seconded by Tonkin to approve recommendations for Appointments to the Travel Paso Marketing Committee as made by Exec. Committee. Motion Passed Unanimously.

- Review and Consider Approving Expansion of Solterra Strategies Scope of Work for Brand Development Support
 - Extra support necessary for timely delivery on upcoming website and branding

ACTION: Moved by Bradley, seconded by Bonelli to approve expansion of Solterra Strategies contract scope of work for brand development support. Motion Passed Unanimously

- Review Winter Campaign Report and Spring Campaign
 - Focus on driving people to stay page
 - Overview of collaborations with CMSF and cross promotion with PRWCA for Wine Festival
 - Feedback on managing Spring campaign
- Update on Civitas/Voluntary Assessment Agreement
 - Questions and discussion on how fees are collected
 - Possible minimum room night cost to be added/amended



- Program to be reviewed and advised that formula is created for buy in - With single fee instead of collected 2%
- Direct staff to revisit with Civitas and look at charging a flat rate versus percent of profit, results to be brought back to Board for final consideration and approval.
- Update on Visit SLO CAL TBID Renewal process – J. Arnold
 - Current proposal is for Visit SLO CAL to increase assessment to 1.5% and increase term to ten years for renewal. VSC Board will meet March 28 to vote on proposed increase and begin petition process.

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

- Overview from Bradley on Paso Event Center Master Facilities Plan
 - Board encouraged to attend 16th District Agricultural Association board meeting where Event Center plans will be presented

ADJOURNMENT - 4:42p.m.

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.