



MINUTES

Travel Paso Board Meeting

Travel Paso Board of Directors – Regular Meeting
Tuesday, August 27, 2019 – 2:00p.m.
Oxford Suites, 800 4th St, Paso Robles, CA 93446

CALL TO ORDER 2:03 By John Arnold

Present: Victor Popp, John Arnold, Margaret Johnson, Angela McKee, Kathy Bonelli, Steve Martin, Mike Bradley (Departed 3:57pm), Alex Villicana, Bill Roof

Absent:

Staff: Danna Stroud, Annie Bowsky

Public: SLO CAL Staff - Brooke Burnham, Chuck Davison, Derek Kirk, Michael Wambolt; Jen Bravo – PRWCA; Sarah Johnson-Rios - Assistant City Manager Paso Robles; Donna King - City Parking Manager Paso Robles; Lauren Strachan - Oxford Suites; Maggie Tillman- Alta Colina

1. CALL TO ORDER
2. PUBLIC COMMENT (Non-Agenda Items)
 - a. Introduction and welcome by Lauren Strachan, Sales Manager at Oxford Suites
3. INTRODUCTION –
 - a. Welcome to Sarah Johnson-Rios, newly appointed Assistant City Manager of Paso Robles

ANNOUNCEMENTS

PRESENTATIONS

4. Downtown Paid Parking Program – Donna King, City Parking Manager
 - a. Review and discussion on new downtown parking program
 - b. How to communicate new program to residents and visitors
5. Visit SLO CAL – TMD Renewal – Chuck Davison, CEO
 - a. Introduction of SLO CAL employees
 - b. Presentation highlighting impact of SLO CAL initiatives within Paso Robles and SLO County
 - i. Focus on air travel and new lodging inventory
 - c. What new assessment would mean for SLO CAL and outline of assessment terms
 - d. Implementation of DMS will allow SLO CAL take action on filling new lodging inventory
 - e. What will be needed from SLO County cities to approve upcoming assessment
 - f. 50% threshold in Paso Robles has been reached based on current lodging partners who have already signed the petition for the assessment petition drive
 - i. Schedule presented as to when city votes will be made
 - ii. Question from Stroud on how threshold will affect vote
 - g. Feedback from Mayor and Assistant City Manager on process of assessment resolution approval by the City Council



- h. Conversation and discussion from board on effect of new TOT changes and current STR numbers

- What adding additional assessment percentage to hotel bill means to consumer

There were no additional questions posed. Visit SLO CAL advised they will be making a presentation to the City Council at their meeting September 5, 2019. Chair Arnold advised Travel Paso Board will be seeking approval of a recommendation to share with the City Council as part of the Travel Paso September 17, 2019 Board meeting. The City Council is currently scheduled to hear this item at their September 17, 2019 meeting – there may be a change to that date.

CONSENT AGENDA

6. Review/Approve July 16, 2019 Travel Paso Board Meeting Minutes
7. Travel Paso July 2019 Monthly Marketing Report
8. Travel Paso July 2019 Media Engagement Report
9. Travel Paso June/July Campaign Results
10. Travel Paso STR Report June/July 2019
11. City of Paso Robles TOT Report June 2019
 - a. FY 18-19, the TOT revenue exceeded six-million dollar total
12. SLO CAL STR Report June 2019
13. Review/Approve Travel Paso July 2019 Financials
 - a. Update on new financials balance sheets layout to include savings account report
14. Executive Director Report
 - a. Feedback on current report from Bonelli
 - i. More detail on events and appointment to be included
15. Executive Committee August 15, 2019 Meeting Notes

ACTION: Moved by Villicana, seconded by Popp to approve the Consent Agenda as presented. Motion Passed 8-0.

NEW BUSINESS, UPDATES & DISCUSSIONS

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

16. Travel Paso Board Member resignation and replacement
 - a. Board Director Tonkin sent in resignation and will step down from board
 - i. One of six lodging representatives on BOD
 - b. Based on June board elections and application outreach Executive Committee recommends the election of Rich Verruni, General Manager of Allegretto Vineyard Resort to fill the vacancy left by Tonkin's resignation.

ACTION: Moved by Bradley, seconded by **Bonelli** to accept Travel Paso Board Director Tonkin's resignation and elect Rich Verruni to fill the vacancy and remaining term. Motion Passed 8-0.

Additional statement from Director Popp to for the record that Directors elected were nominated from a thorough search conducted in spring 2019 and board members are not hand picked but nominated through proper vetting process.



17. Review and consider approving Paso Robles Conference Center MOU
 - a. Overview of how MOU was developed and its importance to conference center project
 - b. Draft has been reviewed by City of Paso Robles and State of California, representing the Paso Robles Event Center
 - c. Comment from Bradley on draft and support of Event Center
 - i. Draft to be presented at 16th District Agricultural Association Board Meeting on September 18th for their consideration and approval
 - ii. Detail on appearance, layout, and location of conference center at the Paso Robles Event Center
 - d. Question from Bonelli on financial responsibility
 - i. Current budgets and costs have yet to be established
 - ii. A budget will be drafted for approval as part of the project approval process
 - iii. Current MOU draft is not intended to be a financial agreement but to provide sideboards for the three partners to operate within
 - e. Proposed MOU is broadly based to encourage partners to continue moving forward together; further agreements to be developed and approved as needed going forward

ACTION: Moved by Roof, seconded by Villicana to approve Paso Robles Conference Center MOU as presented. Motion Passed 7-0. Bradley abstained.

18. Review and consider approving Project Manager Job Description for Paso Robles Conference Center
 - a. Item tabled until September

ACTION: No action taken

19. Review and consider approving Travel Paso Marketing Committee additional members
 - a. Veronica Kral, Firestone Walker and Sarah Ambrose, Studios on the Park have both submitted applications
 - b. Question from board on capping of committee
 - i. Staff does not currently see need to cap committee members

ACTION: Moved by Johnson, seconded by Bonelli to approve Travel Paso Marketing Committee additional members as presented. Motion Passed 8-0.

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

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

20. Travel Paso Destination Brand Development and Website Development Project Status
 - a. Current concepts presented to PRWCA, Paso Chamber, and Travel Paso
 - i. Tag and draft creative concepts have been narrowed down
 - ii. Presentation may be made week of September 9th
 - iii. Both Chamber and PRWCA engaged with and providing feedback on creative
 - iv. Direction will be sought at the September concept presentation meeting on 1 campaign creative concept and 2 identity markers – that direction will be provided



- to TheorySF so they can fine tune and bring back different versions of the campaign and identity marker for final approval in October
- b. CRM website migration is complete; no major issues with information transferred from current site; partners can continue to update information on current site.

Imperative #4: Build and Leverage Relationships with our Partners

21. Community Updates

- a. Paso Robles Conference Center Project Update
 - i. Recent meeting with Paso Conference Center Task Force and SLO Conference Center Taskforce to understand differences between each project
 - ii. Questions arose about opportunity to brand different uses for SLO Conference Center and Paso Conference Center
- b. Visit SLO CAL DMS Update – Visit SLO CAL Board will receive final draft at September 18, 2019 meeting
- c. City of SLO Conference Center Feasibility
- d. Bonelli will be absent from September 17th Board Meeting - Will need to call in

ADJOURNMENT 4:10 – To next board meeting on September 17th at 2:00p.m. Moved by Roof, seconded by Popp to adjourn. 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.

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