

Tuesday, August 18, 2020 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/87901185914?pwd=TVVCMWhpZ1psN0JMVmkzQU90NGkyUT09>

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 3:01pm by Arnold
Present: John Arnold, Alex Villicana, Angela McKee, Victor Popp, Kathy Bonelli (4:34pm departure), Tracy Strann, Rich Verruni (3:09pm arrival)
Absent: Bill Roof, Margaret Johnson, Tom Frutchey
Staff: Stacie Jacob, Alyssa Krichevsky, Mike Dawson, Lacie Johns, Brad Rubin, Jamie Smith
Public: Derek Kirk, Mark Lisa, Steve Martin (4:21pm departure)
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

Mark Lisa, CEO of Tenet Health Central Coast, to share updates as it relates to COVID-19 with Q&A.

- Updates about hospital bed availability, regional numbers, spikes and modes of disease transportation, confirming that hospitals are not over-burdened
- Most important safety practices – masks, social distancing, wash hands

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso July 21, 2020 Board Meeting Minutes
4. Travel Paso July Marketing Report
5. Travel Paso July Media Report
6. June Tourism Economics Report
7. STR Report June 2020 (Travel Paso)
8. STR Report June 2020 (SLO CAL)
9. June Arrivalist Report
 - a. Derek Kirk spoke of why Paso Robles is divided into multiple areas (i.e. Paso Robles, 46 West, 46 East, Nacimiento/San Miguel), giving the main reason that tracking what destinations guests/arrivals are going to.
10. SLO CAL July Marketing & Trade Update
11. Travel Paso August 13, 2020 Executive Committee Meeting Minutes

ACTION: Moved by Villicana, seconded by Strann to approve Consent Agenda as presented. Roll Call Vote, Ayes: Arnold, Villicana, McKee, Popp, Verruni, Bonelli, Strann. Motion passed 7-0.

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

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

12. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Downtown Dining and Parklets
 - i. Heat wave is causing challenges for all outdoor dining
 - ii. On-street Dining - few locals are voicing concerns about social distancing not being practiced
 - iii. Dining in the Park – currently have sponsor funds to bring the activation through mid-October, the Dining in the Park activation has been approved through end of October, average 500 reservations a week
 - b. Defending Tourism Marketing

- i. Travel Paso and City of Paso have been receiving concerns about tourism marketing during COVID-19. The community leaders are coming together to have a united voice to address these concerns.
- ii. Solterra is currently working on scheduling a meeting of the community leaders.
- c. Demonstrating Safety Practices (Action)
 - i. Collective effort between Travel Paso and PRWCA to generate creative assets/video to communicate safety practices within our destination.
 - 1. Planning on a comprehensive approach, highlighting our key sectors - wineries, hotels, restaurants, retail, attractions, vacation rentals, RV parks
 - 2. Video distribution – YouTube, social media, new website
 - ii. Requesting a not to exceed budget of \$5,000 for creative assets – photos and video
 - iii. The Board has requested Solterra to come back with a plan to promote to media with additional budget. Plan and budget to be reviewed/approved by Board at later meeting.

ACTION: Moved by Villicana, seconded by Verruni to approve safety practices creative budget of a not to exceed \$5,000 as presented. Roll Call Vote, Ayes: Arnold, Villicana, McKee, Popp, Verruni, Bonelli, Strann. Motion passed 7-0.

13. Marketing Update

- a. SLOcals Campaign – #SavorPaso
 - i. July Results with Q&A Discussion presented by Brad Rubin of Vingage Consulting
 - 1. Campaign spending down from \$10k (traditional spend) to about \$2,500 per month
 - 2. All performance indicators are showing that the campaign is doing well
- b. Fall Campaign – Savor Real California Road Trips presented by Jamie Smith of Foreword Brand
 - i. Objectives and Strategy – safety and helping the local economy
 - ii. Creative Assets – showcase travel on picturesque backroads
 - iii. Media Buy (Action)
 - 1. Two advertising options (option details outlined in Board packet)
 - a. Advertising Plan Version 1 (\$30,000)
 - b. Advertising Plan Version 2 (\$50,000) – increased reach
 - 2. Google Ad Spend – between \$2500-\$5000/month
 - iv. Public Relations Strategy presented by Stacie Jacob and Mike Dawson of Solterra Strategies – engage media in lieu of FAM press trips
 - 1. Paso Robles in a Box
 - a. A collection of Paso Robles swag for journalists - hitting on our key pillars (Ex: a wine or craft beer, olive oil, Paso Almonds, postcard from hotel).
 - b. Follow up with a one-on-one Zoom with the media and include the appropriate key principals (the winemaker, the olive farmer, the hotel GM, et al).
 - v. Timeline – looking to launch Road Trip campaign mid-September

ACTION: Moved by Villicana, seconded by Arnold to approve Advertising Plan Version 2 for \$50,000 and Google Ad Spend of up to \$5,000/month. Roll Call Vote, Ayes: Arnold, Villicana, McKee, Popp, Verruni, Strann. Motion passed 6-0.

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

14. Review/Approve July 2020 Financials (Action)
 - a. Allison Palm, the Accounting Consultant has recommended the following transfers
 - i. Transfer \$64,382.69 from American Riviera Bank Savings to American Riviera CD account
 - ii. Transfer earned interest of \$62.84 to American Riviera Bank Savings account

ACTION: Moved by Arnold, seconded by McKee to approve transferring \$64,382.69 from American Riviera Bank Savings to American Riviera CD account and transferring earned interest of \$62.84 to American Riviera Bank Savings account, subject to additional conversation with Pacific Premier Bank. Roll Call Vote, Ayes: Arnold, Villicana, McKee, Popp, Verruni, Strann. Motion passed 6-0.

ACTION: Moved by Strann, seconded by Popp to approve July 2020 Financials. Roll Call Vote, Ayes: Arnold, Villicana, McKee, Popp, Verruni, Strann. Motion passed 6-0.

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

15. Website Launch – September 2020 update by Lacie Johns
 - a. Solterra/Vingage/Foreword team undergoing four, one-hour training sessions
 - b. We have a month to review website before launch

Imperative #4: Build and Leverage Relationships with our Partners

16. City of Paso Robles
 - a. Downtown Parking Advisory Commission – Travel Paso Representative
 - i. Rich Verruni to join committee
 - b. Short-Term Rental Ordinance
 - i. Board discussion about ordinance and taking a position to support vacation rentals within our destination
 - ii. Jacob to present at tonight’s City Council Meeting with a public statement in support of vacation rentals as a great addition of the unique lodging mix of Paso Robles
 - c. Wayfinding Signage
 - i. Board would like a update from the City about the original budget (including Travel Paso funding) and when the remaining signage will be installed.
17. Community Updates
 - a. Visit SLO CAL Board Update – V. POPP

ADJOURNMENT at 5:16pm by Arnold: To Next Scheduled Meeting September 15, 2020 - 3:00 pm
Moved by Verruni, seconded by Villicana. Roll Call Vote, Ayes: Ayes: Arnold, Villicana, McKee, Popp, Verruni, Strann. Motion passed 6-0.

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.