

Tuesday, October 20, 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 3:03pm by Arnold
Present: John Arnold, Bill Roof, Margaret Johnson, Alex Villicana, Angela McKee, Victor Popp, Rich Verruni, Kathy Bonelli (3:09pm arrival), Tracy Strann
Absent:
Staff: Stacie Jacob, Alyssa Krichevsky, Mike Dawson, Lacie Johns, Jamie Smith
Public: Steve Martin (City of Paso Robles), Tom Frutchey (City of Paso Robles), Colleen Bojorquez (CA Mid-State Fair), Chuck Davison (Visit SLO CAL), Ashley Mastako (Visit SLO CAL), Julie Dahlan (City of Paso Robles), Wendy Lewis (ECHO, 3:27pm arrival)
2. PUBLIC COMMENT (On Non-Agenda Items)
 - Tracy Strann provided an update about Sensorio after the scheduled Announcements
 - Sensorio will be adding in a second display by Bruce Munro – Light Towers
 - New display will include 69x 7 foot towers built with wine bottles
 - New display announcement on Sensorio website post-Thanksgiving

ANNOUNCEMENTS

J. ARNOLD

Colleen Bojorquez, of the California Mid-State Fair, to discuss 2021 event direction

- Moving forward with planning for the 2021 CA Mid-State Fair
- Entertainment bookings are harder to predict and manage at this time, due to current County restrictions
- The fairgrounds are open to hosting activities and events, as long as they are able to be in compliance with County regulations (e.g. horse shows, swap meets)
- Colleen will share current 2021 calendar with Travel Paso – 2021 calendar is subject to rapid changes due to Covid-19 restriction changes

Chuck Davison, of Visit SLO CAL, to discuss April 9-10, 2021 Spartan Race

- Visit SLO CAL - \$50,000 sponsorship in 2020 that rolled over to 2021
- Opportunity to upgrade from a Regional Series to a US National Series event - \$75,000 total sponsorship
 - \$5,000 sponsorship ask of Travel Paso – SLO CAL to collect funds from partners post event
 - Asking four other DMOs (City of SLO, Atascadero, Morro Bay, H1DR) for \$5,000 sponsorship
- Participant demographics - 33.5 average age, 134K average household income, CA largest market, 76% non-residents, average length of stay 2.4 days for domestic
- Opportunity to align with a national brand, introduce a new audience to SLO County and plan for COVID recovery

Julie Dahlan, Community Services Director of City of Paso Robles, to discuss Homeless Emergency Aid Program (HEAP) Grant Reallocation and Motel 6 Conversion

- The City of Paso Robles received HEAP grant funds (\$920,126) to build an emergency shelter on Sulfur Springs Road
 - Due to multi-million-dollar pedestrian access improvements required by Caltrans at the project site, and to the fiscal impacts of the pandemic, City Council voted to terminate plans for construction
 - The HEAP grant must be reallocated to a new project in Paso Robles or returned to the County

- Project Homekey, intends to award \$15 million to the Housing Authority of San Luis Obispo (HASLO), in partnership with People’s Self-Help Housing (PSSH) and the El Camino Homelessness Organization (ECHO), to purchase and renovate Motel 6, located at 1134 Black Oak Drive, for the purpose of providing homeless services, emergency shelter, and low-income housing
- While the Council does not have the ability to approve or deny the project, Council can decide whether to redirect the City’s HEAP funds to the project
- Final consideration of the requested HEAP funds assigned for October 29

CONSENT AGENDA (Action Required)	S. JACOB
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3. Review/Approve Travel Paso September 15, 2020 Board Meeting Minutes
4. Travel Paso Marketing Report – New Template
5. Travel Paso September Media Report
6. August Tourism Economics Report
7. STR Report August 2020 (Travel Paso)
8. STR Report August 2020 (SLO CAL)
9. August Arrivalist Report
10. SLO CAL September Marketing & Trade Update

ACTION: Moved by Roof, seconded by Johnson to approve Consent Agenda as presented. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Strann. Motion passed 8-0. Bonelli to abstain.

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)	J. ARNOLD/S. JACOB
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

11. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. [Safe Travel Video](#) – collaboration with PRWCA
 - Mayor Martin is already receiving positive feedback from the community and shared the video with the Covid Coalition
 - Travel Paso is using this video in all communication channels – YouTube, websites, social media, and through industry and consumer eblasts
12. Marketing Updates
 - a. [Road Trip Campaign](#) – #RealCARoadTrip (*Action)
 - Jamie Smith presented current campaign metrics within a snapshot summary (presentation located in meeting packet)
 - Proposal to the Board – extend the Road Trip campaign through December 15 with an additional \$15,000
 - Adding additional 4 weeks allows for better optimizing social and retargeting

*Amendment to the original Agenda, to make this proposal an Action item

ACTION: Moved by Verruni, seconded by Strann to approve extending the Road Trip campaign through December 15 with support of an additional \$15,000. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Strann. Motion passed 9-0.

- b. [SLOcals Campaign](#) – #SavorPaso – Concludes October 31
 - Jamie Smith presented current campaign metrics within a snapshot summary (presentation located in meeting packet)
 - A full campaign recap will be available after the conclusion of the campaign – October 31
 - i. Sponsor Dinner on October 7

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

13. Review/Approve September 2020 Financials (Action)

ACTION: Moved by Roof, seconded by Johnson to approve September 2020 Financials. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Strann. Motion passed 9-0.

- a. American Riviera Bank CD (Action)
 - Discussion about merging the CD account funds into the money market account once the CD matures on October 22

ACTION: Moved by Johnson, seconded by Roof to approve moving the American Riviera Bank CD account funds into the money market account, once the CD matures on October 22. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Strann. Motion passed 9-0.

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

14. Spartan Race Sponsorship Request (Action)

- Discussion about economic benefits and minimal risk of sponsorship
- Careful consideration of the Marketing Committee’s recommendation against the sponsorship
 - Strann, who is on the Marketing Committee, was not in attendance when they formed their Board recommendation
- Additional Q&A with Chuck Davison

ACTION: Moved by Villicana, seconded by Popp to approve a \$5,000 sponsorship for the 2021 Spartan Race. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Strann. Motion passed 8-0. Bonelli to abstain.

15. Billboard Lease (Action)

- Reviewed new billboard lease contract (agreement available in Meeting Packet)
- Price increase from previous agreement, but owner will be including structural repairs which will cut down on vinyl install fees
- Agreement includes one year lease and first right of refusal for subsequent years

ACTION: Moved by Verruni, seconded by Strann to approve the southbound 101 billboard contract for 2021 that is an annual fee of \$14,400. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Strann. Motion passed 9-0.

Imperative #4: Build and Leverage Relationships with our Partners

16. City of Paso Robles (*Action)

- 1. Homeless Emergency Aid Program (HEAP) Grant Reallocation and Motel 6 Conversion
 - Board direction to gather more information and follow up with a second meeting with PSHHC, ECHO, PR City and HASLO
- *Amendment to original Agenda, the Board will take no Action at this time.

17. Community Updates

- 1. Visit SLO CAL Board Update – V. POPP
 - i. Derek Kirk has left Visit SLO CAL, new hire is Annie Frew
 - ii. Spartan Race co-op sponsorship opportunity

ADJOURNMENT at 5:09pm by Arnold: To Next Scheduled Meeting November 17, 2020 - 3:00 pm

Moved by Popp, seconded by Villicana to adjourn. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Strann. Motion passed 9-0.

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.