

MINUTES – Travel Paso Board of Directors – Regular Meeting

Tuesday, November 17, 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 - Note: Action taken by Board will be recorded via a roll call vote
Present: John Arnold, Bill Roof, Margaret Johnson (4:37pm departure), Alex Villicana, Victor Popp, Rich Verruni, Kathy Bonelli, Angela McKee (3:08pm arrival)
Absent:
Staff: Stacie Jacob, Alyssa Krichevsky, Mike Dawson, Lacie Johns, Jamie Smith, Brad Rubin
Public: Steve Martin (City of Paso Robles), Joel Peterson (PRWCA, 3:21pm departure), Paul Haught (Sensorio), Ashley Mastako (Visit SLO CAL)
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

Joel Peterson, of PRWCA, to discuss 2021 annual funding request – 15 minutes

- Peterson presented a \$15,000 sponsorship renewal request – focusing on collab efforts with the website, special projects, billboards, city engagement and marketing and co-op travel campaign
- Marketing co-op campaign of \$80,000

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso October 20, 2020 Board Meeting Minutes
4. Travel Paso October Media Report
5. September Tourism Economics Report
6. STR Report September 2020 (Travel Paso)
7. STR Report September 2020 (SLO CAL)
8. September Arrivalist Report
9. SLO CAL October Marketing & Trade Update
10. Travel Paso November 12, 2020 Executive Committee Meeting Minutes

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

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

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

11. Marketing Updates – Reference Travel Paso September/October Marketing Report
 - a. Website Updates presented by Rubin and Johns
 - b. [SLOcals Campaign](#) – #SavorPaso
 - i. Campaign Results with Q&A Discussion
 - c. [Road Trip Campaign](#) – #RealCARoadTrip
 - i. Updates with Q&A Discussion
 - ii. Media Recap from Dawson
 - iii. Holiday Focus
 - d. Marketing Plans for Remaining FY2020-21
 Wine & Dine campaign (Q1) incorporating lodging, wineries and restaurants ***(Action)**
 Align with Visit CA / Visit SLO CAL Restaurant Month + Vintage Wine Weekend

Proposed budget \$40,000 with split of \$30,000 Travel Paso advertising, \$10,000 PRWCA co-op marketing

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

ACTION: Moved by Johnson, seconded by Roof to approve proposed \$40,000 budget with \$30,000 from Travel Paso and \$10,000 from PRWCA for the Q1 campaign. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli. Motion passed 8-0.

12. COVID-19 Updates – Paso Robles Tourism Ecosystem

Back to Purple Tier, BOD discussion about pulling any marketing dollars if the BOD feels like it's the correct direction

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

13. Paso Robles Tourism Improvement District FY2019-20 Annual Report

Submitting to City of Paso Robles and share with lodging constituents

14. Review/Approve October 2020 Financials (Action)

a. 2019-20 Tax Return

ACTION: Moved by Villicana, seconded by Johnson to approve October 2020 Financials. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni. Motion passed 7-0. Bonelli to abstain.

15. Vacant BOD Seat – Discussion *(Action)

Jacob introduced Paul Haught, new executive director at Sensorio Executive Committee discussed inviting Paul to this BOD Meeting

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

ACTION: Moved by Arnold, seconded by Johnson to have Paul Haught replace vacant BOD seat with Board expiration of June 2021. Roll Call Vote: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli. Motion passed 8-0.

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

Imperative #4: Build and Leverage Relationships with our Partners

16. 2021 Funding Request for Paso Robles Wine Country Alliance (Action)

ACTION: Moved by Villicana, seconded by Verruni to approve the \$15,000 sponsorship to PRWCA and a \$80,000 co-op marketing budget. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli. Motion passed 8-0.

17. Cannabis Task Force – Discussion/Recommendation

Stacie Jacob for interim role

Notes from Mayor Martin – medical marijuana in City with tax, manufacturing taxes even higher, currently no retail sales in the City

18. Community Updates

a. Visit SLO CAL Board Update – V. POPP

Presentation by Mering PR Agency – RPF for new agency

Covid-19 response discussion

Budget reforecast

b. Central Coast Economic Forecast tomorrow morning

c. Mayor Martin update

Purple Tier – City discussing tonight if there should be any response
Community concerned with the non-compliance
Do not have police force to enforce compliance
Pass of J 20 – funds are funneled for police, fire and road

ADJOURNMENT at 4:47pm by Arnold: To Next Scheduled Meeting January 19, 2020 - 3:00 pm

Moved by Roof, seconded by McKee to adjourn. Roll Call Vote, Ayes: Arnold, Roof, Villicana, McKee, Popp, Verruni, Bonelli. 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. 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.