

MINUTES – Travel Paso Board of Directors – Regular Meeting

Tuesday, September 15, 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 3:05pm by Arnold
Present: John Arnold, Bill Roof, Margaret Johnson, Alex Villicana, Kathy Bonelli, Tracy Strann (3:10pm arrival), Angela McKee (3:25pm arrival)
Absent: Victor Popp, Rich Verruni
Staff: Stacie Jacob, Alyssa Krichevsky, Mike Dawson, Lacie Johns, Brad Rubin (3:09pm arrival)
Public: Steve Martin (4:25pm departure), Ashley Mastako (Visit SLO CAL)
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso August 18, 2020 Board Meeting Minutes
4. Travel Paso August Marketing Report
5. Travel Paso August Media Report
6. July Tourism Economics Report
7. STR Report July 2020 (Travel Paso)
8. STR Report July 2020 (SLO CAL)
9. July Arrivalist Report
10. SLO CAL August Marketing & Trade Update

ACTION: Moved by Roof, seconded by Villicana to approve Consent Agenda as presented. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, Bonelli. Motion passed 5-0. McKee and Strann to abstain.

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

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

1. New [Website](#) is Live presented by Lacie Johns of Solterra Strategies
 - a. Website was launched within deadline date - September 10
 - b. Website still has some clean up with the transfer over from the old website
 - c. Also showed the Road Trip microsite that leads all SEO to Travel Paso

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

2. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Travel Safe Video
 - i. Project update by Alyssa Krichevsky of Solterra Strategies
 - ii. Timeline – shooting this week, edits and voiceover next week and creative assets available by end of the month
3. Marketing Updates
 - a. SLOcals Campaign – #SavorPaso (Action)
 - i. August Results with Q&A Discussion, presented by Brad Rubin of Vingage Consulting
 1. Stopped the paid Ads a couple times due to smoke, fires and heat wave. Extending the remaining budget (~\$900) to run through the end of

- September. Focusing on SLO County on Wed, Thu and Fri to help promote Thursday and Sunday reservations.
- 2. Sponsorship update – reprint banners due to even more sponsors.
- 3. Jacob recommends using \$1,000 from the funds that are remaining in the project budget (approximately \$21,000 left).

ACTION: Moved by Villicana, seconded by Arnold to approve additional budget of \$1,000 for Paid Ads for the SLOcals Campaign . Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Bonelli, Strann. Motion passed 7-0.

- b. Road Trip Campaign – #RealCARoadTrip – Launch September 15
 - i. Update by Stacie Jacob:
 - ii. Previewed LA Times Ad, SF Gate Ad, and Spotify
 - iii. Showed budget tracking spreadsheet
 - iv. Tomorrow’s deployment - Press release, Industry eblast, consumer eblast
 - v. Paso in a Box – 50 boxes
 - 1. Mike Dawson creating journalist list and inviting to Zoom Meeting with the businesses who supplied items for the boxes – date TBD
 - vi. Campaign launch on Sept. 15 and run through Nov. 15

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

- 4. Review/Approve August 2020 Financials (Action)
 - a. Balance Sheet note - American Riviera CD account matures in October. The Executive Committee will review at the October meeting and give direction on where the funds should move to.

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

Imperative #4: Build and Leverage Relationships with our Partners

- 5. City of Paso Robles
 - a. Remarks from Mayor Martin
 - i. Covid collaboration (City, Travel Paso, PRWCA, Chamber) – continue working on coming together with “one voice” for the city
 - 1. Drafting another letter to Governor Newsom – requesting flexibility for businesses to open inside
 - ii. Wildfires throughout CA – pulling about 47% of Paso fire department away
 - iii. Main Street Committee – struggling with annual event calendar, looking for advice or help
 - iv. City budget – struggling with economic impact from the pandemic, impact is roughly \$7M dollars per year for the next two years – City is forced to get creative on looking for funds (eg sales tax increase)
 - v. Personnel Review for the City Manager – tonight
 - b. Wayfinding Signage Update
 - i. 49 signs were originally planned, but the City didn’t receive any bids within that proposed budget so the scope was revised
 - ii. 34 signs have been installed for a total of \$160,000 - cost doesn’t include designer or staff time, just the fabrication and installation of signs
- 6. Community Updates
 - a. Visit SLO CAL Board Update – V. POPP Ashley Maskato
 - i. Started SEM yesterday
 - ii. Actively looking for two new manager positions

iii. SimpleView website – urging businesses to update their listings

ADJOURNMENT at 4:27pm by Arnold: To Next Scheduled Meeting October 20, 2020 - 3:00 pm

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