



## MINUTES

Travel Paso Board of Directors –Regular Meeting  
Tuesday, October 16, 2018 at 3:00 pm  
Courtyard by Marriott; 120 South Vine Street, Paso Robles

1. **CALL TO ORDER @ 3:05pm** By Treasurer Margaret Johnson – Attendance: Bill Roof, Kathy Bonelli, John Arnold, Margaret Johnson, Alex Villicana, Mike Bradley, Steve Martin
2. **PUBLIC COMMENT (Non-Agenda Items) NO PUBLIC COMMENT**

### ANNOUNCEMENTS

V. POPP

- Visit SLO CAL has released its annual report – copies available upon request
- PRWCA has announced Jennifer Porter’s resignation as executive director

### CONSENT AGENDA (**Action Required**)

D. STROUD

3. Review/Approve September 18, 2018 Travel Paso Board Meeting Minutes MOTION TO APPROVE BY ROOF, SECONDED BY BRADLEY – MOTION PASSED 6-0
4. Travel Paso September 2018 Monthly Marketing Report MOTION TO APPROVE BY BRADLEY, SECONDED BY ARNOLD – MOTION PASSED 6-0
5. Travel Paso September 2018 Media Report
6. Travel Paso STR Report August 2018
7. SLO CAL STR Report August 2018
8. Review/Approve Travel Paso September 2018 Financials MOTION TO APPROVE FINANCIALS BY ROOF, SECONDED BY VILICANA – MOTION PASSED 6-0

### UPDATES & DISCUSSIONS (**Board Recommendation/Action Required**)

V. POPP/D. STROUD

9. Community Partnerships Process – review and consider approving updated process BOARD REVIEWED EDITS AS RECOMMENDED BY MARKETING COMMITTEE AND HAD ADDITIONAL DISCUSSION AND EDITS. MOTION TO APPROVE WITH RECOMMENDED EDITS BY VILICANA, SECONDED BY ROOF – MOTION PASSED 6-0
10. Conference Center TID Benefit Analysis – Final Report STAFF PROVIDED OVERVIEW OF FINAL REPORT AND FINDINGS – FORMATTING ISSUES WITH FINAL DUE TO PDF CONVERSION – FINAL REFORMATTED WILL BE UPLOADED TO BOARD DROPBOX FOLDER FOR ACCESS ALONG WITH FINAL B&D REPORT FOR ADDITIONAL INFORMATION - NO ACTION
11. Travel Paso Fall Campaign Update BRIEF OVERVIEW – NO ACTION
12. Travel Paso Strategic Plan Implementation Update BRIEF OVERVIEW – NO ACTION
13. Executive Director Report BRIEF OVERVIEW – NO ACTION

### NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

D. STROUD

**ADJOURNMENT MOTION TO ADJOURN BY VILICANA, SECONDED BY ARNOLD – MOTION PASSED 6-0 5:05pm (Martin – non-voting member left at 4:30pm)**

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 Danna Stroud at 888-988-PASO least 48 hours prior to the meeting.

