

MEETING MINUTES – Travel Paso Board of Directors – Regular Meeting



Tuesday, October 19, 2021 – 3:00 pm

Hybrid Meeting

The SANDBOX Meeting Room, 1345 Park Street, Paso Robles, CA 93446, and Via Zoom

CALL TO ORDER & ROLL CALL

1. The meeting was called to order at 3:01pm by Chair John Arnold with a roll call.

Present: John Arnold, Bill Roof, Margaret Johnson, Kathy Bonelli, Paul Haught, Angela McKee, Victor Popp, Rich Verruni

Absent: Alex Villicana

Staff: Stacie Jacob, Lacie Johns, Mike Dawson, Brad Rubin, Jamie Smith, Stephanie Bertoux

Public: Mayor Steve Martin (City of Paso Robles), Paul Sloan (City of Paso Robles), Brendan Pringle (Visit SLO CAL), Kelly Rankin (Civitas)

AB361

2. Resolution 21-002 to Invoke AB361 for Virtual Meetings

MOTION: Adopt Resolution 21-002 as presented. It was moved by Bill Roof, seconded by Kathy Bonelli, and passed 8-0 with a roll call vote.

PUBLIC COMMENT

3. No public comments received.

ANNOUNCEMENTS

The 35th Annual Vine Street Victorian Showcase (Drive Through ONLY) will be held December 11th at 9pm.

CONSENT AGENDA

4. Travel Paso Board of Directors Meeting Minutes from August 17, 2021
5. Travel Paso August and September Marketing Reports
6. Travel Paso August and September Media Reports
7. July and August Business Intelligence Reports
8. July and August STR Reports (Travel Paso)
9. July and August Covid-19 Recovery Tracker
10. July Social Media Marketing Dashboard
11. June and July TOT by Segment Report

MOTION: Approve the Consent Agenda as presented. It was moved by Angela McKee, seconded by Victor Popp, and passed 8-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

Imperative #4: Build and Leverage Relationships with our Partners

12. Chamber / PRWCA Collaboration Update and Next Steps: Direction has already been given to utilize a mediator. The scope of work is currently being reviewed with the goal of hiring a consultant in Q4 for 2022 calendar year.
13. Community Event Marketing Program: Applications are due November 3, 2021, for funding in the 2022 calendar year. A recommendation from the Marketing Committee will be brought to the Board at the November 2021 meeting for consideration.
14. City of Paso Robles Updates
 - a. The Short-term Rental Program is on the City Council agenda for October 19, 2021

- b. Stacie Jacob will present Travel Paso’s Annual Report at the October 19, 2021, City Council Meeting.

15. Community Updates

- a. Visit SLO CAL Board Update – Victor Popp reported that the last Visit SLO CAL meeting was on September 29, 2021. The City of Paso Robles led the County in TOT for July with over \$1 million.

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

16. Mid-Week and Corporate Travel Strategy

- a. IPW Update: IPW Recap: Held in Las Vegas September 18-22, 2021. Travel Paso pitched/met one-on-one with 33 different journalists that were vetted and handpicked in advance. Highlights included: USA Today, National Geographic, American Airways, Wall Street Journal, and USA 10Best.
- b. San Jose Earthquakes Sponsorship Updates: TP postcards were distributed to Earthquakes’ executive team, box holders, and players. A sweepstakes will be promoted via their social media platforms and wine will be distributed to players and box holders at the last game in November.
- c. Corporate Travel Task Force – November 3, 2021 @ 11am

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

17. August and September 2021 Financials

MOTION: Approve the August and September 2021 Financials as presented. It was moved by Victor Popp, seconded by Bill Roof, and passed 8-0 with a roll call vote.

18. Conflict of Interest Policy and Statement

19. Records Retention Policy

MOTION: Approve the Conflict of Interest Policy and Statement and the Records Retention Policy as presented. It was moved by Paul Haught, seconded by Victor Popp, and passed 8-0 with a roll call vote.

20. Visitor Profile Study and Equity, Diversity, and Inclusion Asset Alignment Study – SLO CAL and Paso Robles: Data will be released in November at the tourism summit presented by Visit SLO CAL. The results will be discussed at the November Board meeting.

21. TID Renewal of District Management Plan

- a. District Management Plan: Kelly Rankin from Civitas reviewed the District Management Plan. The main tenets of the plan include:
 - Budget: The total PRTID annual assessment budget for the initial year of its ten (10) year operation is anticipated to be approximately \$1,229,000.
 - Cost: The annual assessment rate shall be two percent (2%) of gross short-term room rental revenue. The maximum increases or decreases in any year shall be one half percent (0.5%) not to exceed 3% of gross short-term room rental revenue in any given year.
 - Duration: The PRTID will have a ten (10) year life, beginning July 1, 2022, and end (10) years from its start date (June 30, 2032).
 - Collection: The City shall be responsible only for collecting the assessment on a monthly basis (including any delinquencies, penalties, and interest) from each lodging business located in the PRTID.
 - Management: The Paso Robles Destination (PRD) will continue to serve as the PRTID’s Owners’ Association.
 - \$250,000 cap on the contingency/reserve budget category
- b. Petition Draft: Kelly Rankin reviewed a draft of the petition. A cover letter needs to be developed. 50% + 1 vote is needed in order to pass.
- c. Timeline: The petition will be sent to the complete list of 408 properties once the City of Paso Robles approves the District Management Plan.

MOTION: Approve the District Management Plan and Petition as presented with the caveat that a cover letter will be developed for the petition prior to release. It was moved by Margaret Johnson, seconded by Rich Verruni, and passed 8-0 with a roll call vote.

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

22. TravelPaso.com - 1 Year Review and Strategy Moving Forward

Successes include:

- Total Website Traffic is up 128% from last year while also posting increased user engagement by 10% (Average Session Time)
- Organic Traffic, which is free traffic, has increased 48%; The new website has better content that is structured well for search engines
- Referral Traffic, which is traffic referred to TravelPaso.com from other websites, is up 91%; the new website makes other sites link in and PR opportunities easier to pitch
- Organic Social has been a newfound win by driving traffic up 280%; this was not really a strong channel until this year; drove 16K users
- Both YouTube (Video Ads) and Display (Banner Ads) have been new to the program and positive for generating awareness and website traffic with 150K users coming in from these channels

23. Paso Presents Campaign: Launched in September 2021 and will run through June 2022. Current campaigns include the following with more in the planning phase:

- Fore the Love of Golf: Mike Rawitser - Paso Robles Golf Club - Oct 1 – Nov 15
- Crafting a Beer Revolution: David Walker/Matt Bryndilson - Firestone Walker Brewery - Nov 15 – Jan 1

ADJOURNMENT AT 4:48pm

MOTION: Adjourn the meeting at 4:48pm. It was moved by Victor Popp, seconded by Kathy Bonelli, and passed 8-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR NOVEMBER 16, 2021, at 3pm