

MINUTES – Travel Paso Board of Directors – Regular Meeting

Tuesday, January 19, 2021 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/87901185914?pwd=TVVCMWpZ1psN0JMVmkzQU90NGkyUT09>

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, Alex Villicana, Victor Popp, Rich Verruni, Kathy Bonelli, Paul Haught, Angela McKee (3:12pm arrival)  
**Absent:**  
**Staff:** Stacie Jacob, Alyssa Krichevsky, Mike Dawson, Jamie Smith, Brad Rubin  
**Public:** Steve Martin (City of Paso Robles), Ashley Mastako (Visit SLO CAL), Annie Frew (Visit SLO CAL), Wendy Lewis (ECHO, 3:30pm departure), Jeff Al-Mashat (ECHO, 3:30 departure)
2. PUBLIC COMMENT (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>J. ARNOLD</b>
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- First Step Housing Program Update from Wendy Lewis and Jeff Al-Mashat of ECHO Shelter – 15 minutes
- Motel 6 conversion - running for about 6 weeks as first step housing program
  - Many participants are families with children
  - Participants must get involved in some sort of case management to move out of homelessness – two full time case managers for Paso Robles location
  - Being good neighbors and stewards is important
  - Evening and overnight staff, 7 days/week
  - Hired a full-time volunteer coordinator
  - February 1 – moving Paso Cares site to Paso Robles property
  - ECHO Atascadero and ECHO Paso Robles – El Camino Homeless Organization as parent company
  - Property enhancements underway (i.e. paving, fencing, shower trailer)

<b>CONSENT AGENDA (Action Required)</b>	<b>S. JACOB</b>
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3. Review/Approve Travel Paso November 17, 2020 Board Meeting Minutes
4. Travel Paso November and December Marketing Report
5. Travel Paso November and December Media Report
6. October and November Tourism Economics Report
7. October and November STR Report (Travel Paso)
8. October and November STR Report (SLO CAL)
9. October COVID-19 Recovery Tracking
10. October and November Arrivalist Report
11. SLO CAL November and December Marketing & Trade Update
12. Travel Paso January 14, 2021 Executive Committee Meeting Minutes

**ACTION:** Moved by Popp, seconded by Verruni to approve Consent Agenda as presented. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Haught. Motion passed 9-0.

<b>NEW BUSINESS, UPDATES &amp; DISCUSSIONS (Action Required)</b>	<b>J. ARNOLD/S. JACOB</b>
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*Reference January Board of Directors Meeting Deck*

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

13. COVID-19 Updates – Paso Robles Tourism Ecosystem
  - a. TOT Tax Deferral Request – January 19  
Deferred December 2020 – March 2021 TOT payments to June 30, 2021
  - b. Propane Reimbursement Program  
Chamber waiting on City of Paso prior to launching
  - c. Parklets - likely going onto City Council agenda on March 2

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

14. Review/Approve November and December 2020 Financials (Action)

Some marketing coding errors were noticed in the December financial report. We have since corrected this in the Year End Projection document and will rollover correct coding in future financial reports.

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

15. FY 2020-21 Bi-Annual Budget Review and Year End Projections (**Action**)

Pulled the lowest three months from 2020 to project a “worst case scenario” of the remainder of the FY 2020-21.

**ACTION:** Moved by Johnson, seconded by Villicana to approve FY 2020-21 Bi-Annual Budget Review and Year End Projections. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Verruni, Bonelli, Haught. Motion passed 9-0.

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

16. Marketing Updates – refer to November/December Marketing Report for specifics

- a. Website Data and Updates
- b. Digital Marketing – Email and Social Media
- c. Media Summary  
TravMedia virtual IMM in January 27-29, 2021 – meeting 24 journalists
- d. [Road Trip + Holiday Campaign](#) – #RealCARoadTrip
  - i. Campaign Summary with Q&A Discussion  
Incorporate Valentine’s Day as a month long celebration in Paso Robles
- e. Postcards from Paso – Launch Late January through March
  - i. Discussion and Next Steps  
8 postcard designs for (2) 4-packs with cover card that directs people  
Individual QR codes for each postcard – tool for measuring engagement  
101 Northbound billboard update in January  
Will likely need to ramp up quantity production based off current engagement  
Marketing team to move forward with \$40,000 approved budget and reconvene in February meeting for any additional budget expenses

Imperative #4: Build and Leverage Relationships with our Partners

17. Community Updates

- a. Visit SLO CAL Board Update – V. POPP  
BOD Meeting is tomorrow, current agenda includes Mering agency to start, budgeting reforecast, staffing changes and updates, Spartan race postponement to November 2021
- b. City of Paso Updates  
Contact Mayor Martin directly for questions regarding vaccines, PG&E, Boys School, Budget and Citizen Committees.  
March 2 – Arnold, Popp and Jacob to present Travel Paso TID Annual Report FY 2019-20 and key tourism related highlights at City Council.  
Parklets discussion going to City Council on March 2 meeting  
Measure J Oversight Committee update – committee not set yet, anticipate taking bylaws for the Oversight Committee to Council on February 2nd. Those would include information about committee composition, for Council to consider. Once the bylaws are approved, a public application process will occur and Council will select committee members consistent with the bylaws that they adopt.

**ADJOURNMENT at 4:44pm by Arnold:** To Next Scheduled Meeting February 16, 2021 - 3:00 pm

Moved by Verruni, seconded by Johnson. Roll Call Vote, Ayes: Arnold, Roof, Villicana, McKee, Popp, Verruni, Bonelli. Motion passed 8-0. Haught to abstain.

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.