



MINUTES

Travel Paso Board of Directors

Travel Paso Board of Directors Meeting
Tuesday, April 17, 2018 at 3:00pm
Courtyard by Marriott; 120 South Vine Street, Paso Robles

1. CALL TO ORDER 3:07pm

Present: Victor Popp - Chair, John Arnold, Margaret Johnson – Treasurer, Kathy Bonelli, Mayor Steve Martin, , Bill Roof, Mike Bradley

Absent: Doug Ayres, Britany Tonkin (on maternity leave), Alex Villicana - Secretary

Agency Partners: Stacie Jacob Solterra Strategies

Staff: Danna Stroud

2. PUBLIC COMMENT (On Non-Agenda Items)

- Public Art - a policy about a process for a new mural and public art in general to be heard at City Council tonight.
 - Does Travel Paso believe there is a need for a policy?
 - Board Discussion:
 - Artwork should stay within the relevancy of Paso Robles or community brand
 - Locations should be relevant and make sense
 - Public vs private property rights
 - Consider a public art policy and call upon various private industry group to come up with their own committees
 - Focus on public art - broadest policy - as possible

ANNOUNCEMENTS

No Announcements

CONSENT AGENDA

- 3. Review/Approve March 20, 2018 Minutes**
- 4. Big Red Marketing March 2018 Monthly Marketing Report**
- 5. Kraftwerk Media – March 2018 Report and Ad Words**
- 6. Solterra Strategies March 2018 Media Report**
- 7. Travel Paso STR Report February 2018**
- 8. SLO CAL STR Report February 2018**
- 9. Review/Approve March Financials**
 - a. February Financial Review

ACTION: Motion to approve consent agenda items - moved by Mike Bradley / John Arnold to approve minutes and financials as presented. (Bill Roof Abstained) Approved 5-0



UPDATES & DISCUSSIONS

10. Review and Consider Approving RFP for Agency of Record (Action)

- Key Areas Include:
 - Brand Development - Defined as creating the story and the experience of Paso Robles
 - Marketing Strategy
 - Advertising
 - Online Marketing
 - Marketing Analytics
- Priorities for Responses:
 - Brand Development
 - Marketing Strategy / Marketing Analytics
 - Advertising / Online Marketing
 - Website Content Update

Public Comment: Owner occupied rentals - business is down 50%. Currently representation does not seem balanced for all vacation rentals on the website. Still trying to determine what we are paying for through Travel Paso.

ACTION: Moved by Margaret Johnson / Victor Popp to approve RFP with added edits. Approved 5-0, motion passes.

11. Review Strategic Plan Insight Reports and Draft Vision/Mission Statements

- Kicked off the strategic planning process
- Danna reviewed the Insight report with the Board - reviewed, discussed and input provided by the Board
- Danna reviewed the Vision and Mission and Values - reviewed, discussed and input provided by the Board
 - Mission: Travel Paso Markets Tourism - recommended by Michael
- Values - reviewed, discussed and input provided by the Board
 - Passion and commitment for Paso Robles - shorten and tighten
 - Collaborate - should this stand on its own or be viewed as a priority
 - Fun - is this missing?
- Comments on the Vision/Mission/Values are due by Monday, April 30 to Danna
- Homework:
 - What are five ways we will know we've been successful? In other words, what can we measure to know?
- May 2-3 - afternoon of May 2 and morning of May 3. Danna will reaffirm your interest in participation. Can't have a quorum participate in the planning process. The last hour of the second day session will be a noticed public meeting for the entire Board to attend. Public will also be invited to participate.
- May 24-25 - second planning session time period.

Public Comment: Housing is a very important component. Encourage membership to use e verify to create a competitive model. Will stabilize the labor, upwardly mobile and a stable work force.

12. Review Action Plan and Timeline for Travel Paso Digital Marketing Audit

- Filed and received

13. Review and Consider Approving Concerts in the Park Sponsorship for 2018

(Action)

- Sponsored by Travel Paso in 2017 - \$3500
- A nice Thursday night added feature for guests. A value for marketing. It's been a successful sponsorship.



Public Comment: integrate live entertainment element into the website

ACTION: Moved by Michael Bradley / Bill Roof to approve sponsorship of Concerts in the Park. Approved 5-0, motion passes.

14. Review and Consider Approving Amendment to February 20, 2018 Board Meeting Minutes (Action)

ACTION: Moved by John Arnold / Bill Roof to approve amendment of the February 20 minutes to reflect action taken by the Board for community partnerships. Approved 5-0, motion passes.

15. Executive Director Report

- Hiring Staff - four interviews scheduled for 4/18
- CA Mid-State Fair "Showcase of Cities"
- Taste WA Update
- Downtown Parking Committee
- PASO Magazine + National Travel & Tourism Week
- IPW
- Upcoming Schedule

16. May Agenda Items

- Fiscal Year Budget

ADJOURNMENT Meeting adjourned at 5:25pm

ACTION: Moved by Michael Bradley / Margaret Johnson to approve to adjourn meeting. Approved 5-0.