



MINUTES

Travel Paso Board of Directors

Travel Paso Board of Directors Meeting
Tuesday, May 15, 2018 at 3:00pm
Courtyard by Marriott; 120 South Vine Street, Paso Robles

1. CALL TO ORDER 3:08pm

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

Absent: Britany Tonkin (on maternity leave)

Agency Partners: Jennifer Bravo, Solterra Strategies

Staff: Danna Stroud

2. PUBLIC COMMENT (On Non-Agenda Items)

- None

ANNOUNCEMENTS

- Paso Robles was just named #11 (on a list of 50) Top Vacation Destination to Visit in the USA by Expedia reviewers.

CONSENT AGENDA

3. Review/Approve April 17, 2018 Minutes

- Amend minutes to reflect that Alex Villicana was not t the April meeting.

ACTION: Motion to approve amended April minutes - moved by Mike Bradley /Bill Roof to approve minutes.
Approved 5-0

4. Big Red Marketing April 2018 Monthly Marketing Report

- Danna overview of April website traffic drop – images where too large – guests logged off, load time was too long. Family and Event pages.

5. Kraftwerk Media – April 2018 Report and Ad Words

- Danna overview of April website traffic drop – 13k users, images where too large – guests logged off, load time was too long. Load time 11-16 seconds.
- Millennials biggest audience – Wineries, breweries, cideries. Mike – can we break down the millennial age range more?

ACTION: Motion to approve Big Red Marketing and Kraftwerk marketing reports - moved by Doug Ayres / Alex Villicana to approve reports. Approved 5-0

6. Solterra Strategies April 2018 Media Report

- Upcoming Media FAM's



- Craft Beer Press Trip Execution (May 29-31)
- Culinary Press Trip Execution (June 5-7)

ACTION: Motion to approve Solterra Strategies media report - moved by Doug Ayres / Mike Bradley to approve report. Approved 5-0

7. Travel Paso STR Report March 2018

ACTION: Motion to approve STR March report - moved by Bill Roof / Victor Popp to approve report. Approved 5-0

8. Review/Approve April Financials

- April Financial Review

ACTION: Motion to approve April financials - moved by Mike Bradley / John Arnold to approve financials as presented. Approved 5-0

UPDATES & DISCUSSIONS

9. Review Strategic Plan Draft

- BOD review Draft Strategic Direction 2019 – 2021
- Develop Initiatives that align the Objectives to support the Imperatives. May 24, final strategic planning session - session 5, – May 25, BOD meeting to work on final Initiatives and prioritization. Adopt Strategic Plan at June BOD meeting.

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

10. Review and Consider Approving Transfer of Assets Agreement with City of Paso Robles (Action)

- City Manager ask we pull this item from the agenda.

11. Preview of FY2018-19 Budget Process

12. Executive Director Report

- Staff Hiring
 - Update
- Visit CA SoCal Media Reception
 - Showcased Paso Robles Wine – all the journalists received 1 bottle
- Attended the CCTC Board Planning Session
- Signage and Wayfinding Committee Meeting
- PASO Magazine + National Travel & Tourism Week
- IPW
- Upcoming Schedule
 - SLO CAL Destination Development Strategy Interview
 - IPW – Denver – May 18-24
 - *Travel Paso Strategic Planning Sessions #5 & #6 – May 24-25*
 - CalTravel Tourism Summit – May 30-June 1 – San Diego
 - Travel Paso Craft Brewery Media Fam – May 29-31
 - Travel Paso Culinary Media Fam – June 5-7

13. June Agenda Items

- Review 2018-2019 Fiscal Year Budget
- Adopting Strategic Plan



- Annual Meeting coming up in July

ADJOURNMENT Meeting adjourned at 4:38pm

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