



MINUTES

Travel Paso Board Meeting

Travel Paso Board of Directors – Regular Meeting
Tuesday, June 18, 2019 – 2:00p.m.
Courtyard by Marriott, 120 S. Vine Street, Paso Robles, CA 93446

CALL TO ORDER 2:02 By Victor Popp

Present: Victor Popp, John Arnold, Alex Villicana, Brittany Tonkin, Margaret Johnson, Bill Roof, Kathy Bonelli – via Phone, Mike Bradley (Arrive 2:15pm)

Absent: Doug Ayers, Steve Martin

Staff: Danna Stroud, Annie Bowsky

Public: Rich Verruni - Allegretto Vineyard Resort, Angela McKee - Best Western Black Oak, Dave Westland - Expedia

ANNOUNCEMENTS

- **PUBLIC COMMENT (On Non-Agenda Items)**
 - a. No public comment
- **Announcements**
 - b. None

CONSENT AGENDA

3. Review/Approve May 21, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso May 2019 Monthly Marketing Report
5. Travel Paso May 2019 Media Engagement Report
6. Travel Paso May Campaign Results
7. Travel Paso STR Report April 2019
8. SLO CAL STR Report April 2019
9. Review/Approve Travel Paso May 2019 Financials
10. Executive Director Report
11. Executive Committee June 17, 2019 Meeting Notes
12. Approval of CalTravel Board application for Danna Stroud
 - a. Pulled from Consent Agenda and added to end of Meeting Agenda as it was not discussed at Exec Committee
 - b. Revisited at end of meeting
 - i. Overview from Stroud of who is on the committee
 - ii. Comments and discussion from board, benefit analysis to Travel Paso



- iii. **ACTION:** Moved by Johnson, seconded by Arnold to approve Stroud submitting application for CalTravel Board. Motion passed 7-0.

ACTION: Moved by Johnson, seconded by Roof to approve the Consent Agenda as presented. Motion Passed Unanimously.

NEW BUSINESS, UPDATES & DISCUSSIONS

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

13. Travel Paso Board Elections

- a. Three Director seats need to be filled from the lodging category and 1 Director seat needs to be filled from the at-large category.
- b. A total of five applications were received for the Director seats - 4 in the lodging category and 1 in the at-large category
- c. Board reviewed recommendations from Nominating Committee memo
- d. Board nominations
 - i. Chair Popp opened the floor for Director nominations from the floor; no nominations came from the floor; Chair Popp closed nominations from the floor.
 - 1. Per the Nominating Committee, Margaret Johnson and Victor Popp were nominated as incumbents for Director seats to fill lodging representatives on two year term
 - i. **ACTION:** Moved by Arnold, seconded by Villicana to re-elect the incumbents Popp and Johnson for lodging position at two year term. Motion passed 6-0, with Popp and Johnson abstaining.
 - 2. Per the Nominating Committee, Rich Verruni and Angela McKee were nominated to fill third open Director seat in the lodging category at two year term
 - a. Both candidates given floor to share why they would like to become a Travel Paso board member
 - b. Candidates asked to step out of the room during discussion and vote
 - i. **ACTION:** A straight-up vote was held with McKee receiving 4 votes and Verruni receiving 3 votes. Roof abstained. McKee elected to fill the third Director seat in the lodging category.
 - 3. Per the Nominating Committee, Michael Bradley nominated as incumbent for the Director seat in the at-large category.
 - i. **ACTION:** Moved by Villicana, seconded by Johnson to elect Bradley to fill the at-large Director seat for a two-year term. Motion Passed 7-0. Bradley abstained.

14. Travel Paso Officer Elections

- i. Chair nominations
 - 1. Board reviewed the recommended slate of officers from the Nominating Committee
 - 2. Popp opened the floor for additional nominations; none received and nominations were closed.



3. Per the Nominating Committee, John Arnold was nominated for Chair officer at two-year term
 - a. **ACTION:** Moved by Bradley, seconded by Tonkin to elect John Arnold as Chair of Travel Paso at two-year term. Motion Passed 7-0. Arnold abstained.
 - ii. Vice Chair nominations
 1. Chair Arnold opened the floor for nominations
 2. The Nominating Committee recommended Bill Roof be nominated for Vice Chair officer at two-year term.
 - a. **ACTION:** Moved by Tonkin, seconded by Popp to elect Roof as Vice Chair of Travel Paso at two-year term. Motion Passed 7-0. Roof abstained.
 - iii. Treasurer nominations
 1. Chair Arnold opened the floor for nominations
 2. The Nominating Committee recommended Margaret Johnson be nominated for Treasurer officer at two-year term
 - a. **ACTION:** Moved by Villicana, seconded by Tonkin to elect Johnson as Treasurer of Travel Paso at two-year term. Motion Passed 7-0. Johnson abstained.
 - iv. Secretary nominations
 1. Chair Arnold opened the floor for nominations
 2. The Nominating Committee recommended Alex Villicana be nominated for Secretary officer at two-year term
 - a. **ACTION:** Moved by Bradley, seconded by Roof to elect Villicana as Secretary of Travel Paso at two-year term. Motion Passed 7-0. Villicana abstained.
 - v. Chair Arnold thanked outgoing Chair Popp for his service and dedication to Travel Paso. He also thanked the Nominating Committee for their work.
15. Review and consider approving comments to City Council re: Short Term Rental Ordinance (Action)
- a. Discussion and feedback from Board
 - i. Comments from Bonelli on importance of short term rentals in Paso
 - b. Letter to suggest ordinance is a hindrance to Paso Robles tourism
- ACTION:** Moved by Johnson, seconded by Bradley to approve comments to City Council on Short Term Rental Ordinance. Motion Passed 7-0. McKee abstained.
16. Paso Robles Representation on Visit SLOCAL Board – Recommendation to City Council
- a. Arnold has submitted a letter of resignation as the Paso Robles representative from SLOCAL board
 - i. Resignation sent in morning of June 18th
 - b. July 16th would be next date for a re-appointment item to appear on the City Council agenda
 - c. Next SLOCAL board meeting is July 17; the new appointment would be in effect for the September 18 SLOCAL board meeting.
 - d. The Executive Committee is recommending Popp to be considered by the City Council to represent Paso Robles on SLOCAL board



ACTION: Moved by Johnson, seconded by Bradley to approve recommending to the City Council that Victor Popp be the Paso Robles representative on Visit SLOCAL Board. Motion Passed 7-0. Popp abstained.

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

17. Review and consider approving FY2019-20 Budget (Action)

- a. Feedback taken based on projected revenue
- b. Projected revenue stream calculated on actuals from 2018-19
- c. Per the recommendation of the accountant and CPA, the contingency account code has been removed from expense budget and will be tracked separately
- d. Staff has consulted Connect Accounting on where to add projected carry over
 - i. Create a separate account for carry over
 - ii. Being verified with CPA
- e. The Marketing budget now includes advertising, brand, PR/media and trade/sales and are placed under one budget code

ACTION: Moved by Villicana, seconded by Popp to approve FY2019-20 Budget as presented and to revisit following FY2018-19 fiscal close for final review of projected carry over. Motion Passed 8-0.

18. Review and consider approving Voluntary Assessment Agreement (Action)

- a. Civitas has provided updated information to include the 2% assessment and minimum amount to be invested in order to qualify for participation in the Tourism Improvement District.
- b. Staff will begin a soft outreach to preliminary interested parties
- c. The Executive Committee recommended approval of the final draft VAA as presented.

ACTION: Moved by Tonkin, seconded by Johnson to approve Voluntary Assessment Agreement as presented. Motion Passed 7-0. McKee abstained.

19. IPW Travel Trade Show

- a. Great countywide cross promotion through SLOCAL booth
- b. CA Plaza representation allowed Travel Paso to meet with key tour operators
- c. Review of post IPW FAM trip; 30 participants included trade and media; partnered with Visit SLO CAL to host the group.
 - i. Sensorio big hit with group

20. Travel Paso Destination Brand Development and Website Development Project Status

- a. June 11, 2019 Tag Research Presentation from TheorySF
- b. Feedback from meeting participants was solicited and consolidated and sent to TheorySF
- c. Theory SF will develop new tag concepts from feedback received and then conduct new market tests
- d. Meeting date will be determined based on timing for new research to be completed

Imperative #4: Build and Leverage Relationships with our Partners



21. Community Updates

- a. SLOCAL TMD Renewal Update – timeline for completion has moved to Q1 of 2020
- b. PR Conference Center Project Update - Bradley
 - i. A site has been determined and a conceptual drawing to be presented to the Fair Board at their August meeting
- c. Updates from Bradley on Mid-State Fair with new entertainment announcements and new programs; advised that July 10 will be the Premier Party and Travel Paso Board will receive invitations.
- d. SLO CAL DMS Update – SLO CAL shared the final DMS report with their Advisory Committee at their June meeting and will bring it to the SLO CAL Board at their July 17 meeting.
- e. Cuesta College Hospitality Certification Program Reception: July 17, 2019 at Allegretto

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

**ADJOURNMENT – Moved by Johnson, seconded by Villicana to adjourn the meeting at 4:05 p.m.
Motion passed unanimously.**

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 Stacie Jacob at 888-988-PASO least 48 hours prior to the meeting.