



MINUTES

Travel Paso Marketing Committee

Travel Paso Board of Directors – Regular Meeting
Tuesday, January 15, 2019 at 2:00 pm
Holiday Inn Express, 2455 Riverside Avenue, Paso Robles, CA 93446

CALL TO ORDER 3:03 By Victor Popp

Present: Victor Popp, Bill Roof, Kathy Bonelli, John Arnold, Margaret Johnson, Alex Villicana, Mike Bradley, Tom Frutchey-City Manager

Absent: Doug Ayers, Brittany Tompkin

Staff: Danna Stroud, Annie Bowsky

Public: Mike Dawson, Solterra Strategies, Matt Masia, Adelaide Inn

ANNOUNCEMENTS

- **PUBLIC COMMENT (On Non-Agenda Items)**
 - Update from Alex - Paso Wine Industry/News of Passing of Scott Welcher-Opolo Winery
- **Presentation – Travel Paso January Media Fam Trip (Solterra Strategies)**
 - Overview of January FAM visit
 - Q & A from board members
 - Upcoming 2019 FAM visits
- **Announcements**
 - Overview by Victor and what to expect in 2019
 - What to expect for Exec committee going forward

CONSENT AGENDA

- **Review/Approve November 20, 2018 Travel Paso Board Meeting Minutes**
- **Travel Paso November/December 2018 Monthly Marketing Report**
- **Travel Paso November/December 2018 Media Engagement Report**
- **Travel Paso STR Report October/November 2018**
- **SLO CAL STR Report October/November 2018**
- **Review/Approve Travel Paso November/December 2018 Financials**
- **Review/Approve A. Bowsky enrollment in Leadership North County 2019**

ACTION: Moved by Johnson, seconded by Bradley to approve consent agenda as presented. Motion Passed Unanimously

BUSINESS ACTION ITEMS

- **Review and consider approving Community Partnerships recommendations for funding (ACTION)**

- Review of Marketing Committee recommendations
- Comments from board and overview of Exec Committee discussions
- Execution and distribution of partnerships

ACTION: Moved by Johnson, seconded by Bonelli, to approve Community Partnership funding as presented. Motion Passed Unanimously

- **Review and consider creating a Vice Chair officer and add Vice Chair officer to Executive Committee (ACTION)**

- Increased workload for Exec committee in 2019
- Overview of bylaws/ how to create position
- Action: Motion from Roof, seconded by Bradley to create Vice Chair Officer position and add Vice Chair Officer to Exec committee.
 - i. Discussion
 1. Job description of position
 2. Question on whether too many people from board on exec committee 4 out of 9
 3. Due to small numbers, should more board members be added?
 4. Outreach to lesser attending board members
- Motion Passed Unanimously

- **Accept nominations and vote for election of Vice Chair (ACTION)**

- Chair Popp opened nominations
- Nomination submitted: John Arnold
- No additional nominations submitted, Popp closed nominations
- Action: Motion by Johnson, seconded by Villicana to elect John Arnold as Vice Chair
- Motion Passed Unanimously

- **Review and consider approving RFP for Website Development (ACTION)**

- Review of schedule and RFP distribution
- Consideration to approve
- Question on submissions - Mike Bradley
- Discussion on plug-ins for website

ACTION: Moved by Villicana, seconded by Bradley to approve website RFP distribution and meeting motion to pass with date edit Motion Passed Unanimously

- **Review and consider approving RFP for Brand Development (ACTION)**

- Cohesive branding with other Paso Robles entities
 - i. Reach out to coordinate with entities
- Advisory committee to guide brand - Destination brand
- City request to be involved in branding development

ACTION: Moved by Bradley, seconded by Villicana to approve brand RFP distribution as presented with date edit. Motion Passed Unanimously



- **Executive Director Report**

- Review of Sip and Savor Event
- City review on vacation rental task force and regulations
 - i. Discussion on previous ordinance vs. new ordinance process
 - ii. Board discussion

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

- **Overview of SLO CAL renewal assessment - Presented by John Arnold and Kathy Bonelli**

- SLO CAL Board looking to approve ROI study for increased assessment
- Board discussion and city feedback on what it means for assessment to be approved

ADJOURNMENT - 4:11p.m., in honor of Matt Masia as 2018 Roblan of the Year

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.