



MINUTES

Travel Paso Board Meeting

Travel Paso Board of Directors – Regular Meeting
Tuesday, February 18, 2020 – 2:00p.m.
Allegretto Vineyard Resort, 2700 Buena Vista Drive, Paso Robles, CA 93446

CALL TO ORDER 2:01 By John Arnold

Present: John Arnold, Angela McKee (departed @ 3:50pm), Bill Roof, Margaret Johnson, Alex Villicana, Victor Popp, Mike Bradley

Absent: Kathy Bonelli, Rich Verruni,

Staff: Danna Stroud, Karli Twisselman, Annie Bowsky

Public:

1. CALL TO ORDER
2. PUBLIC COMMENT (Non-Agenda Items)

ANNOUNCEMENTS

CONSENT AGENDA

3. Review/Approve January 21, 2020 Travel Paso Board Meeting Minutes
4. Travel Paso January 2020 Monthly Marketing Report
5. Travel Paso January 2020 Media Engagement Report
6. Travel Paso STR Report December 2019
7. City of Paso Robles TOT Report December 2019
 - a. Waiting on report from city
 - b. Report will be sent out by end of week and posted
 - c. November payment came in ahead of budget forecast
8. Visit SLO CAL STR Report December 2019
9. Executive Director Report
 - a. Information on Visit CA Outlook forum had been added to ED report
 - i. Overview of meetings and networking at VCA Outlook with focus on international marketing and domestic campaigns
 - b. Verbiage from VCA has been distributed regarding Coronavirus
 - c. Comment from Popp on Paso Robles positioning within the international market

ACTION: Moved by McKee, seconded by Roof to approve the Consent Agenda as presented. Motion Passed 7-0.

NEW BUSINESS, UPDATES & DISCUSSIONS

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



10. Paso Robles TBID Increase

- a. Proposal to keep topic on agenda as a standing item
- b. Overview from Arnold on meeting with Paso Robles City officials
 - i. Review of City's need for increased revenue and current standing of financials
 - ii. Discussion of mutual benefits of City and Travel Paso relationship
 - iii. City leaning toward sales tax increase versus TOT increase as a November 2020 ballot initiative
 1. Polling on potential City tax increase to be done in spring to determine what should be placed on November ballot (June 25 is deadline for placing item on November ballot)
 - iv. Travel Paso to be ready to support a sales tax increase on November on ballot if needed

Item 14 a. Moved SLO CAL Board Update – V. POPP

- Review of Visit SLO CAL Advisory Committee meeting held February 14 - Stroud and Popp attended
 - Committee engaged in a facilitated feedback session for VSC Strategic Direction 2023
 - Advisory Committee in favor of enhanced county wide collaboration
 - Very positive results from meeting, looking at big picture ideas

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

11. Review and Consider Approving January 2020 Financials

ACTION: Moved by Johnson, seconded by McKee to approve January 2020 Financials. Motion Passed 7-0.

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

12. Destination Brand Campaign and Website Project Updates

- a. Overview of 2020 event promotion and creative from TheorySF
- b. Discussion on ad placement and look of digital ads
- c. Currently working with Simple View on new website design
- d. Comment from Popp on how to integrate recent Paso Robles accolades in marketing plan
- e. Comment from Bradley on integrating California Mid-State Fair messaging into Travel Paso campaign

Imperative #4: Build and Leverage Relationships with our Partners

13. Community Event Marketing Program – Review and Approve Funding Requests

- a. Marketing Committee Recommendations and Notes Provided
 - i. Notes distributed to BOD
- b. Comments and discussion from BOD on recommendations
- c. Paso Robles Rec Foundation
 - i. Marketing committee recommendation approved
- d. Templeton Tennis Ranch
 - i. Comment on competition from Atascadero



- ii. Marketing committee recommendation approved
 - 1. Work with TTR to drive visitors to Travel Paso site
- e. Estrella Warbirds Museum
 - i. Marketing committee recommendation approved
- f. The Garagiste Festival
 - i. Marketing committee recommendation approved
- g. San Luis Obispo International Film Festival
 - i. Marketing committee recommendation approved
- h. Studios on the Park
 - i. Comment on use of event funding and how it will be used by SOTP
 - ii. Marketing committee recommendation approved
- i. CCSD Sports
 - i. Marketing committee recommendation approved
- j. Hospice du Rhone
 - i. Marketing committee recommendation approved
- k. Three Speckled Hens
 - i. Marketing committee recommendation approved
- l. Paso Robles Horse Park Foundation
 - i. Marketing committee recommendation approved
- m. Festival Mozaic
 - i. Funding was suggested to reinforce more events being held in Paso Robles
 - ii. Marketing committee recommendation approved
- n. The Rhone Rangers
 - i. Funding was suggested to reinforce more events being held in Paso Robles
- o. Paso Robles Main Street Association
 - i. Comment on lack of funding from Marketing Committee recommendation
 - ii. Additional \$2,000 to be added to budget for support Main Street events
- p. FarmStead ED
 - i. Funding was suggested to reinforce more events being held in Paso Robles

ACTION: Moved by Villicana, seconded by Johnson to approve Community Event Marketing Program Funding Requests with proposed change to add Main Street funding. Motion Passed 6-0.

14. Community Updates

- a. SLO CAL Board Update – V. POPP – Moved to item #11
- b. Conference Center Update – D. STROUD – Advised governance structure memo being finalized by RWG Law.
- c. Request from Popp to start Travel Paso TBID renewal planning process as standing item on future agendas.

ADJOURNMENT 4:02 – To next board meeting on March 17th at 2:00p.m. Moved by Johnson, seconded by Popp to adjourn meeting. Motion Passed 6-0.

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.

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