



AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, August 17, 2021 – 3:00 pm

The SANDBOX Meeting Room, 1345 Park Street, Paso Robles, CA 93446

Video Conference Option – URL:

https://us02web.zoom.us/j/87901185914?pwd=TVVCMWhpZ1psN0JMVmkzQU90NGkyUT09

Meeting ID: 879 0118 5914 Passcode: 083394

Call-In Phone Number: (669) 900-6833

- 1. CALL TO ORDER at 3:05pm by John Arnold – Note: Action taken by Board will be recorded via a roll call vote

Present: John Arnold (in-person), Bill Roof (virtual), Alex Villicani (in-person), Kathy Bonelli (virtual), Paul Haight (in-person), Angela McKee (in-person), Victor Popp (in-person), Rich Verruni (virtual)

Absent: Margaret Johnson

Staff: Stacie Jacob (virtual), Mike Dawson (in-person), Brad Rubin (virtual), Julia Meyers (virtual)

Public: Steve Martin, Paul Sloan, Kelly Rankin, Melissa Murray

- Gina Fitzpatrick joined at 3:45pm (virtual)
- Rich Verruni dropped at 4:20pm

- 2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS J. ARNOLD

- 3. Civitas – TBID Renewal Team and Proposal – Kelly Rankin
• Project Kick-Off: Sept. 1, 2021
• Final Public Hearing: March 2022

CONSENT AGENDA (Action Required) S. JACOB

- 4. Review/Approve Travel Paso July 20, 2021, Board Meeting Minutes
- 5. Travel Paso July Marketing Report
- 6. Travel Paso July Media Report
- 7. June Business Intelligence Report
- 8. June STR Report (Travel Paso)
- 9. June STR Report (SLO CAL)
- 10. June Covid-19 Recovery Tracker
- 11. June Social Media Marketing Dashboard
- 12. May TOT by Segment Report

MOTION: Moved by Victor Popp, seconded by Alex Villicana to approve Consent Agenda as presented. Roll Call Vote, Ayes: 7. Motion passed 7 – 1 (abstention – Rich Verruni).

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required) J. ARNOLD/S. JACOB

Reference August Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

- 14. Community Event Marketing Program – 2021 Events (Action)
a. Marketing Committee recommendation
- Paso Robles West Wineries Event – in kind support
- Paso Market Walk – in kind support
- Wine Country Runs (Nov. 7-14, title sponsor, \$3,500)
- Paso Robles Horse Park Foundation (Fall event series, \$10,000)
- Garagiste Festival (Nov. 11-14, \$10,000)
- War Birds Wings and Wheels Car Show (Oct. 2, \$5,000)

- Second round of funding to be determined at November meeting, applications due in early November.

**MOTION:** Moved by Bill Roof, seconded by Victor Popp to approve Marketing Program – 2021 Events as presented. Roll Call Vote, Ayes: 8. Motion passed 8-0.

#### 15. City of Paso Robles Updates

- County of SLO withdrawing from Integrated Waste Management Authority (IWMA)
- Announcing new city manager Ty Lewis (police chief) at tonight’s city council meeting (Aug. 17), recruiting assistant & chief of police
- Approval of agreement with Paso Robles Museum Foundation to purchase portion of Pioneer Park
- Train Station – Extending a short term lease for a COVID-19 testing center – in preparation for Delta variant
- Approval of city commitment for matching share grant for Economic Development Administration (cable/internet services)
- Downtown Parklets have an information session and are set to expire (Nov. 1)
- Space Port Project is underway
- City of Paso is a finalist at the Center of Rural Innovation ... partnership with Hispanic Business Association (2022 Cohort)

#### 16. Community Updates

- Visit SLO CAL Board Update – V. Popp
  - Last meeting: June 2021
- Paso Robles Chamber of Commerce and Visitor Center
  - Partnership agreement with Visitor’s Center (Gina Fitzpatrick)
  - “Paso Robles Tourism Ecosystem” – Big picture
  - Direction to utilize a mediator and consider this a Q4 timing in preparation for 2022 calendar year

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

##### 17. Mid-Week and Corporate Travel Strategy

- Corporate Travel Task Force Update
  - Met on Aug. 3
  - Next steps - creating list, collaboration with FAM tour in early November, developing itineraries based on group size
  - Qualify planners to understand what types of business they are booking, where Paso Robles fits into the niche
- San Jose Earthquakes
  - July 24 and August 8 Activations
  - Booth set up, giveaway, newsletter signup, signage
  - Partnership evolving into hosting with key player – Wondo – planning a visit
- IPW Las Vegas, September 18-22, 2021
  - Media and trade appointments booked

##### 18. Leisure Travel Strategy

- Paso Presents Campaign, September 2021 – June 2022 – first shoot happening end of August
- Girl’s Getaway, Family Travel, Reopening – Campaigns running through September

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

##### 19. Review/Approve FY: 20-21 Financials (Action)

**MOTION:** Moved by Alex Villicana, seconded by Victor Popp to approve FY: 20-21 Financials as presented. Roll Call Vote, Ayes: 7. Motion passed 7-1 (abstention – Rich Verruni).

##### 20. Review/Approval FY: 20-21 Year End Report (Action)

**MOTION:** Moved by Angela McKee, seconded by Victor Popp to approve FY: 20-21 Year End Report as presented. Roll Call Vote, Ayes: 7. Motion passed 7-0.

21. Review/Approve July 2021 Financials (Action)

**MOTION:** Moved by John Arnold, seconded by Alex Villicana to approve July 2021 Financials as presented. Roll Call Vote, Ayes 7. Motion passed 7-0.

22. TID Renewal Civitas Proposal (Action)

- a. Assign Ad hoc TID Renewal Committee
  - Bill Roof, John Arnold, Angela McKee, Paul Haught

**MOTION:** Moved by Angela McKee, seconded by Bill Roof to approve Ad hoc TID Renewal Committee as presented. Roll Call Vote, Ayes 7. Motion passed 7-0.

23. Brown Act Training - September 8 at 6 pm (virtual)

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

22. Marketing Updates

- FY: 2020-21 year-end recap

23. Earned Media

- FY: 2020-21 year-end recap

**ADJOURNMENT at 4:38pm by John Arnold:** To Next Scheduled Meeting October 19, 2021 - 3:00 pm

Moved by Victor Popp, seconded by Paul Haught to adjourn. Roll Call Vote, Ayes: 7. Motion passed 7-0.

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. ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Travel Paso at 805-801-1650 at least 48 hours prior to the meeting.