

MEETING MINUTES – Travel Paso Board of Directors – Regular Meeting



**Tuesday, March 15, 2022 – 3:00 pm**

Hybrid Meeting

In-Person Location: The Sandbox, 1345 Park Street, Paso Robles, CA 93446

An option for virtual participation was made available to the public via Zoom.

**CALL TO ORDER & ROLL CALL**

1. The meeting was called to order at 3:00pm by Chair John Arnold with a roll call.

**Present:** John Arnold, Kathy Bonelli, Paul Haught, Margaret Johnson, Victor Popp, Bill Roof, Alex Villicana

**Absent:** Angela McKee, Rich Verruni

**Staff:** Stacie Jacob, Lacie Johns, Mike Dawson, Stephanie Bertoux

**Public:** Mayor Steve Martin (City of Paso Robles), Paul Sloan (City of Paso Robles), Freda Berman (City of Paso Robles), Collen Bojorquez (CA Mid-State Fair and Paso Robles Event Center)

**AB361**

2. Consider Resolution 22-003 to Renew AB361 for Virtual Meetings.

**MOTION:** Approve the Resolution 22-003 as presented. It was moved by Bill Roof, seconded by Victor Popp, and passed 5-0 with a roll call vote. Kathy Bonelli and Margaret Johnson arrived late and did not vote on this item.

**PUBLIC COMMENT**

3. No public comments received.

**ANNOUNCEMENTS**

- Bill Roof is retiring on at the end of April 2022. He will remain on the Travel Paso Board of Directors and Executive Committee through the end of April 2022.
- Colleen Bojorquez, President and CEO of the CA Mid-State Fair presented the upcoming [calendar of events](#) for the Paso Robles Event Center and provided an update on the 2022 CA Mid-State Fair.
- Freda Berman, City of Paso Robles, presented a proposal with two options for an [Independence Day Celebration](#) at Barney Schwartz Park on July 4, 2022. Option 1 includes a fireworks display, military flyover, and recorded music at a cost of roughly \$110,000. Option 2 includes a fireworks display, military flyover, headline concert on a large stage with two opening acts, ticketed seating, sponsor tent and VIP area with alcohol, and sponsor transport at a cost of roughly \$353,000. The proposal will be presented to the City Council along with a request for funding on March 15, 2022. The City of Paso Robles would like Travel Paso to be a sponsor in the amount of \$50,000 for Option 1 or \$100,000 for Option 2.

**CONSENT AGENDA**

4. Meeting Minutes from Executive Committee Meeting on March 9, 2022
5. Meeting Minutes from Board Meeting on February 15, 2022
6. Travel Paso February Marketing Report
7. Travel Paso February Media Report
8. January Business Intelligence Report
9. January STR Reports (Travel Paso)
10. January Covid-19 Recovery Tracker
11. December TOT by Segment Reports

**MOTION:** Approve the Consent Agenda as presented. It was moved by Victor Popp, seconded by Alex Villicana, and passed 7-0 with a roll call vote.

**NEW BUSINESS, UPDATES & DISCUSSIONS**

Imperative #4: Build and Leverage Relationships with our Partners

12. Chamber/PRWCA Collaboration Update and Next Steps: Two half-day workshops, facilitated by Steffanie Medina, FLOW LLC, were held on February 18, 2022, and February 25, 2022, to help define roles and responsibilities for each party within the tourism ecosystem. Representatives from the City of Paso Robles also attended the workshops. A collaboration agreement is being finalized. Together, Stacie Jacob, Gina Fitzpatrick, and Joel Peterson will present the agreement to each of the three respective boards for review and approval in April. A Web and Visitor Enhancement Agreement between the Paso Robles Chamber of Commerce and Travel Paso is also being developed.

13. City of Paso Robles Updates:

a. Mayor Steve Martin reported the following:

- The City will vote on traffic flow improvements, including the construction of a roundabout, at the intersection of Golden Hill Road and Union Road. The contract is valued at approximately \$3.8 million.
- The City has received a request from El Camino Homeless Organization (ECHO), for a one-time grant of \$444,000 "to cover the staffing costs that are not paid for by other funders for FY 2022-23" to operate ECHO Paso Robles.
- The City released a RFP for assistance with developing a 5-year economic strategy and development plan and has selected a consultant.
- The City may enter into a Memorandum of Understanding with Fort Hunter Liggett (FHL), Camp Roberts (CR), Camp SLO (CSLO), and the City of King to form a partnership to strengthen relations between military installations and local governments.
- The City may take action on the recommendations from the Downtown Parking Advisory Commission at the March 15 City Council meeting.
- Budget conversations for FY 2022-23 have begun. Priorities include street repairs, economic development, and homelessness.

b. July 4<sup>th</sup> Independence Day Celebration Proposal: The Board discussed the two options presented by Freda Berman, City of Paso Robles, and agreed to sponsor the event as a gift to the community. The City Council will review the proposal at the March 15, 2022, meeting. Regardless of the option chosen by the City Council, the Travel Paso Board of Directors agreed to sponsor in the amount of \$50,000.

**MOTION:** Travel Paso will sponsor the 2022 Independence Day Celebration hosted by the City of Paso Robles in the amount of \$50,000. It was moved by Alex Villicana, seconded by Victor Popp, and passed 7-0 with a roll call vote.

14. Visit SLO CAL: No report.

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

15. Mid-Week and Corporate Travel Strategy: The Paso Robles Destination FAM Tour took place March 10-13, 2022. Travel Paso hosted 27 corporate meeting planners. A formal survey has been sent. An in-depth review of the FAM Tour and survey results will be discussed at the April Board meeting.

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

16. January 2022 Financials: Stacie Jacob reviewed the February 2022 financial report. Expenses for February 2022 totaled \$146,538.96. As of February 28, 2022, Travel Paso has a total equity position of \$1,539,316.01. Due to increased revenue, there is \$75,779 unallocated in the FY2021/22 budget.

**MOTION:** Approve the February 2022 financial report as presented. It was moved by Alex Villicana, seconded by John Arnold, and passed 7-0 with a roll call vote.

17. PRTID Renewal: The petition drive is now underway with 16 petitions received to date. All Travel Paso Board members are encouraged to respond immediately and assist in following up with lodging partners. The petitions were sent via email on March 1 and March 9 and hard copies were also mailed. Travel Paso

will host three informational webinars to answer question from lodging partners about the PRTRD  
Renewal on:

- March 11 at 9 am
- March 16 at 2 pm
- March 23 at Noon

18. Procurement Policy: Travel Paso contracted with Civitas to prepare the draft Procurement Policy. The Board agreed to table this item and will review the draft at the April 2022 Board meeting.
19. Renewal of Management Contracts for 1 Year: Travel Paso has current management contracts in place with Solterra Strategies, Forward Brand Marketing, and Vingage through June 30, 2022, each with the option to extend for two years and one year, respectively. The Board desired to exercise the one-year option on all three contracts. The scope of work and rates for each remain unchanged for fiscal year 2022-23.

**MOTION:** Renew the contracts for Solterra Strategies, Forward Brand Marketing, and Vingage, as presented, for fiscal year 2022-23. It was moved by John Arnold, seconded by Bill Roof, and passed 7-0 with a roll call vote.

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

20. Marketing Updates:

- a. Paso Presents Campaign: The [Sole Proprietors](#) campaign was launched in March 2022 featuring Hubba Wines and Aaron Wines.
- b. LA and San Jose Market Campaigns: The LA market campaign is running February – April 2022. The San Jose market campaign will run April – June 2022.

**ADJOURN AT 5:01pm**

**MOTION:** Adjourn the meeting at 5:01pm. It was moved by John Arnold, seconded by Margaret Johnson, and passed 7-0 with a roll call vote.

**NEXT MEETING IS SCHEDULED FOR APRIL 19, 2022, at 3pm**