

MEETING MINUTES – Travel Paso Board of Directors – Regular Meeting



Tuesday, April 19, 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 3:07pm by Chair John Arnold with a roll call.

Present: John Arnold, Kathy Bonelli (phone), Paul Haught, Margaret Johnson, Victor Popp, Bill Roof, Rich Verruni (phone), Alex Villicana. The meeting was noticed as an in-person meeting. Kathy Bonelli and Rich Verruni joined the meeting by phone and were unable to vote on any items on the agenda.

Absent: Margaret Johnson, Paul Haught

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

Public: Mayor Steve Martin (City of Paso Robles), Ty Lewis (City of Paso Robles), Paul Sloan (City of Paso Robles), Gina Fitzpatrick (Paso Robles Chamber of Commerce), Jamie Smith (Foreword Brand)

PUBLIC COMMENT

2. No public comments received.

ANNOUNCEMENTS

- Bill Roof is retiring on at the end of April 2022 and will be leaving the Board of Directors. The Board and staff sincerely thanked Mr. Roof for his service to the lodging industry and many contributions to Travel Paso.
- Ty Lewis, City Manager, provided an update on City's budget that is currently being developed. At the 04/19 meeting, the City Council will discuss and consider increasing the transient occupancy tax (TOT) and/or issuing general obligation bonds (GO Bonds) to advance key community priorities such as homelessness, new and deferred infrastructure (e.g., bridges and road maintenance), and quality of life amenities.

CONSENT AGENDA

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

MOTION: Approve the Consent Agenda as presented. It was moved by Alex Villicana, seconded by Angela McKee, and passed 5-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

Imperative #4: Build and Leverage Relationships with our Partners

10. City of Paso Robles Updates:
 - a. Mayor Steve Martin reported the following:
 - The City entered 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 of Paso Robles and the City of Atascadero are formalizing an agreement to partner on a North San Luis Obispo County Broadband Strategic Plan.

- b. July 4th Independence Day Celebration: The City Council reviewed and approved the proposal for a July 4th Independence Day Celebration at Barney Schwartz Park. The City Council selected Option #1 at their March 15, 2022, meeting which includes a fireworks display, military flyover, and recorded music at a cost of roughly \$110,000. Travel Paso has already agreed to sponsor the community event in the amount of \$50,000.
11. Visit SLO CAL: Victor Popp reported that Visit SLO CAL’s Board of Directors met on March 23. Paso Robles continues to have one of the highest occupancy rates in the County and average rate of stay. Visit SLO CAL continues to facilitate two annual meetings with representatives from each city within the county including city manager, economic development managers, and tourism professionals.
 12. Chamber/PRWCA/Travel Paso Collaboration Agreement: Stacie Jacob (Travel Paso), Gina Fitzpatrick (Paso Robles Chamber of Commerce), and Joel Peterson (PRWCA) presented the collaboration agreement that defines the roles and responsibilities for each party within the tourism ecosystem. The agreement will be presented to the Chamber’s Executive Committee this week and will go to their Board of Directors for approval the following week. The PRWCA will review the agreement at their May Board of Directors meeting.
- MOTION:** Approve the Paso Tourism Ecosystem Collaborative Collaboration Agreement, as presented. It was moved by Victor Popp, seconded by Alex Villicana, and passed 5-0 with a roll call vote.
13. Visitor Center Merchandise Update: The merchandise provided by Travel Paso continues to bring people into the Visitor Center. Gina Fitzpatrick reported that retail sales totaled \$5,200. The Chamber would like to re-order a few items and will work with Travel Paso to re-stock the popular items like hats and t-shirts.

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

14. Mid-Week and Corporate Travel Strategy:
 - a. The Paso Robles Destination FAM Tour took place March 10-13, 2022. Travel Paso hosted 27 corporate meeting planners. The feedback received was very positive and most planners are looking to book business in Paso Robles in 2022 or 2023. Travel Paso will continue to nurture these relationships and create brand awareness. One common theme was the lack of diversity in Travel Paso’s marketing materials. A formal survey has been sent.
 - b. Travel Paso budgeted for 50 planners to attend the FAM Tour. The remaining funds for this line item will be used to host 20 planners from the Southern California Chapter of Meeting Planners who are planning a retreat in Paso Robles May 25-27, 2022.

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

15. March 2022 Financials: Stacie Jacob reviewed the March 2022 financial report. Income for March 2022 totaled \$84,442.00 Expenses for March 2022 totaled \$162,020.25. As of March 31, 2022, Travel Paso has a total equity position of \$1,466,219.88.
- MOTION:** Approve the March 2022 financial report as presented. It was moved by Angela McKee, seconded by Victor Popp, and passed 5-0 with a roll call vote.
16. PRTID Renewal: The petition drive is now complete, and Travel Paso has met the minimum requirement to proceed with the public hearing process. Ballots were submitted to the City’s Finance Department on April 1, 2022 who confirmed that Travel Paso received 71.19% weighted vote on the PRTID renewal. Upcoming key milestone dates include:
 - April 19, 2022: City staff presents the renewal and City Council votes to on the Notice of Intent for the PRTID Renewal.
 - April 21, 2022: Civitas mails letters to lodging partners notifying them of the public hearing process.
 - May 17, 2022: Public Hearing where members of the public can comment on the PRTID Renewal.
 - June 7, 2022: Public Hearing where City Council takes formal action on PRTID Renewal.

17. Procurement Policy: The Board discussed the Procurement Policy and would like to review the following. The Board agreed to table this item and will review the revised draft at the May 2022 Board meeting.
- Page 1: Amend the verbiage regarding committee member conflict of interest. This is addressed in Travel Paso's Conflict of Interest Policy.
 - Page 2: Delete second paragraph under Procurement section
 - Page 2: Still need to address and clarify the different types of contracts Travel Paso typically secures – professional services, media services, billboards and ads where there may be only single-source vendors, etc.
18. Board Elections and Marketing Committee Recruitment: All Board Members' terms expire on June 30, 2022. Per the bylaws, the Board is made up of 9 members. The Board discussed forming a Nominating Committee that included two board members and one member of the marketing committee. John Arnold and Angela McKee volunteered to participate on the behalf of the Board. Staff will recruit a member from the marketing committee to participate on the Nominating Committee. Key milestone dates include:
- April 20: Travel Paso to email Recruitment Letter to industry list
 - April 29: Determine who will run to create the slate of candidates
 - April 29: Nominating Committee to actively recruit individuals
 - May 6: Review all interested individuals and create candidate slate
 - May 17: Nominating Committee presents recommendations and Board votes. The Board will need to establish 2-year and 3-year staggered term limits and may need to update the bylaws.
 - June 21: Welcome new Board Members and elect slate of officers (Ex Comm)

MOTION: Approve the formation of a Nominating Committee with John Arnold and Angela McKee representing the Board and authorize staff to select one member from the Marketing Committee to participate on the Nominating Committee. It was moved by Victor Popp, seconded by Alex Villicana, and passed 5-0 with a roll call vote.

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

19. Marketing Updates:
- a. Marketing Committee Retreat: The Marketing Committee will meet on April 26 to discuss priorities for FY 2022-23 and make recommendations to the Board.
 - b. Paso Presents Campaign: The [Sole Proprietors](#) campaign was launched in March 2022 featuring Hubba Wines and Aaron Wines.
 - c. LA and San Jose Market Campaigns: The LA market campaign ran February – April 2022. The San Jose market campaign is now underway and will run April – June 2022.
20. Discuss Meeting Format for the Next Two Months:
- a. The Board would like to utilize a hybrid meeting format for meeting in May and June 2022 and will revisit once the new Board is installed in June.
 - b. Consider Resolution 22-004 invoking use of remote teleconferencing meetings under AB 361

MOTION: Approve the Resolution 22-004 as presented. It was moved by Alex Villicana, seconded by Victor Popp, and passed 5-0 with a roll call vote.

ADJOURN AT 5:17pm

MOTION: Adjourn the meeting at 5:17pm. It was moved by John Arnold, seconded by Bill Roof, and passed 5-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR MAY 17, 2022, at 3pm