

MINUTES – Travel Paso Board of Directors – Regular Meeting



Tuesday, July 20, 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 3:02pm by Arnold – Note: Action taken by Board will be recorded via a roll call vote
Present: John Arnold, Bill Roof, Alex Villicana, Kathy Bonelli, Paul Haught, Angela McKee, Rich Verruni
Absent: Margaret Johnson, Victor Popp
Staff: Stacie Jacob, Alyssa Krichevsky, Lacie Johns, Brad Rubin
Public: Steve Martin (City of Paso), Melissa Murray (SLO CAL), Paul Sloan (SLO CAL)
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

- Distillery Association with distillery trail – August 21-22
- Distillery of SLO County website for tickets or purchase at each location

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso June 15, 2021, Board Meeting Minutes
4. Travel Paso June Marketing Report
5. Travel Paso June Media Report
6. May Business Intelligence Report
7. May STR Report (Travel Paso)
8. May STR Report (SLO CAL)
9. May Covid-19 Recovery Tracker
10. May Arrivalist Report
11. SLO CAL June Marketing & Trade Update
12. Travel Paso June 23, 2021, Corporate Travel Task Force Minutes
13. Travel Paso June 29, 2021, Special Meeting Minutes
14. Travel Paso July 14, 2021, Executive Committee Meeting Minutes

ACTION: Moved by Roof, seconded by McKee to approve Consent Agenda as presented. Roll Call Vote, Ayes: Arnold, Roof, Villicana, Bonelli, Haught, McKee, Verruni. Motion passed 7-0.

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference July Board of Directors Meeting Deck

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

15. Mid-Week and Corporate Travel Strategy
 - a. Corporate Travel Task Force Update - Next Meeting August 3
 - Some next steps – FAM of meeting operators, leverage Earthquakes partnership, tools in place for meeting partners to create turnkey packet for group sales, build go-to itineraries
 - b. San Jose Earthquakes Sponsorship
 - i. [June 26 Activation](#) overview
 - ii. Future Dates - July 24, August 8 – goal of improving email collection with QR codes placed throughout the booth
 - c. IPW Las Vegas, September 18-22, 2021
 - Tradeshow and Media Marketplace activation, partnership with Visit SLO CAL and Pismo Beach to have booths next to each other
16. Leisure Travel Strategy
 - a. Paso Presents Campaign Overview, September 2021 - June 2022
 - Highlighting key industry sectors, introducing the people who have businesses in these different sectors
 - Seven key stories that represent the destination in a docu-style series

- This will include video, images, blog content
- Approximately 6-week run per story
- Incorporate via social, website page, blog feature, etc.

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

17. Review/Approve June 2021 Financials (Action)

- August meeting will include an end of fiscal year recap

ACTION: Moved by Villicana, seconded by Haight to approve June 2021 Financials. Roll Call Vote, Ayes: Arnold, Roof, Villicana, Bonelli, Haight, McKee, Verruni. Motion passed 7-0.

18. Discussion on the Power/Authority of the Executive Committee

- Provided a potential change to the bylaws in the June 2020 meeting
- Potentially moving to bi-monthly meetings, so making sure the Travel Paso can make decisions in a timely manner
- Discussion on term limits on executive positions or natural rotation through the Board of Directors

19. Brown Act Training

- Reach out to the City of Paso Robles for annual Brown Act training timing – Interim City Manager Greg Carpenter

20. FY 2021-22 Proposed Meeting Schedule

- Discussion about skipping September and December 2021 for Marketing Committee and Board of Directors meeting
- Move Imperative 4 to the top of the agenda for Mayor Martin can provide updates before he needs to depart

21. Visitor Profile Study and EDI Audience and Asset Alignment Study

- Visit SLO CAL co-op and collaborating with PRWCA

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

22. Marketing Updates

- Reviewed key metrics from the June Travel Paso Marketing Report

23. Earned Media - [Today Show](#)

- Best month for media coverage ever

Imperative #4: Build and Leverage Relationships with our Partners

24. Community Event Marketing Program

- Two funding cycles – July through December 2021 events (August 4 deadline) and 2022 events (November 3 deadline)

25. City of Paso Robles updates from Mayor Martin

- Personnel – new City Manager, looking for Assistant City Manager replacement, new attorney
- Public Safety – continue to have fires in the riverbed, fire breaks and clearing brush helps fire team to distinguish quickly, managing people and encampments in the riverbed with alternative shelter limitations, complying list of private property owners of the riverbed property, Community Action Team (CAT) cleanup in the riverbed, need to focus on growing mental health facilities
- Projects – 1. gateway project development 2. Olsen Chandler house development project 3. the closed youth authority facility by the airport with road development
- Previews – funds from the federal government from Covid, about half the revenue loss that the City originally projected, Measure J funds will help supplement the losses from the pandemic, cannabis sales in Paso Robles discussions, space port in Paso Robles has been presented to the airport commission (REACH partnership)

26. Community Updates

- a. Visit SLO CAL Board Update – V. Popp (skipped due to absence)
- b. Paso Robles Chamber of Commerce and Visitor Center
 - Visitor Center renovation is almost complete, and Arnold will pay once the renovation is completed
 - URL discussion from the August Chamber Commerce Meeting

ADJOURNMENT at 4:46pm by Arnold: To Next Scheduled Meeting August 17, 2021 - 3:00 pm

Moved by McKee, seconded by Roof to adjourn. Roll Call Vote, Ayes: Arnold, Roof, Villicana, Bonelli, Haught, McKee, Verruni. 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.