



MINUTES

Travel Paso Board of Directors –Regular Meeting
Tuesday, August 21, 2018 at 3:00 pm
Courtyard by Marriott; 120 South Vine Street, Paso Robles

- **CALL TO ORDER - 3:13**

Present: Victor Popp - Chair, Alex Villicana - Secretary, Kathy Bonelli (Phone), Britany Tonkin, Mike Bradley, Bill Roof

Absent: John Arnold, Doug Ayres, Margaret Johnson – Treasurer, Steve Martin

Staff: Danna Stroud, Annie Bowsky

PUBLIC COMMENT (On Non-Agenda Items)

No public comment

ANNOUNCEMENTS

Overview of Fair numbers

- Discussion on how to get people to stay longer in Paso during fair

CONSENT AGENDA

Review/Approve July 12, 2018 Minutes

Review/Approve Big Red Marketing June 2018 Monthly Marketing Report

Review/Approve Goodway June 2018 Campaign Report

Review/Approve Travel Paso July 2018 Monthly Marketing Report

- Annie discussed overview - Feedback from board
- Feedback form board - More budget and visuals needed in report

Review/Approve Travel Paso June/July 2018 Media Report

- Overview of media reposts

Review/Approve Travel Paso STR Report June/July 2018

Review/Approve SLO CAL STR Report July 2018

Review/Approve July Financials

ACTION: Moved by Mike Bradley to approve minutes and reports, Victor Popp second Approved 6-0

UPDATED & DISCUSSIONS

Review and Consider Approving a Marketing Partnership with PRWCA for the 2019 Cochon555 series (Action)

- Overview of partnership and paid shares
- Follow-up to review questions/concerns to PRWCA, follow up at next meeting
- No action taken



Review and Consider Approving an International Product Development Assessment and Strategy (Action)

- Discussion on benefits of report - Feedback from board
- No action taken

Review and Consider Approving the FY 2017 Travel Paso Annual Report (Action)

- This was tabled as quorum not available

Travel Paso Digital Marketing Audit Implementation Update

- Eblast platform change
- Survey sent, 1,200 responses - Wine friendly destination
 - Will be used in elements of brands
- Travel widget removed from website and content refreshed
- Metadata needed on pages

Travel Paso Marketing Workshop

- Group has met and working on strategy and plan
- Asset assessment and personas
- Plan to be in place by October

Paso Robles Conference Center Reports

- Benefit analysis complete

Executive Director Report

NEW BUSINESS

SLO CAL Partnership

- Comments and feedback on SLO CAL relationship

Paso Talks – City Council Candidate Forums

- Sept 19th Travel Paso and City will host dialog sessions on key topics of interest

Adjournment: Mike Bradley, Alex V - 5:28

ACTION: Moved by Mike Bradley to adjourn, Alex Villacana second. Approved 4-0.

ADJOURNMENT

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 Danna Stroud at 888-988-PASO least 48 hours prior to the meeting.