



MINUTES

Travel Paso Board Meeting

Travel Paso Board of Directors –Regular Meeting
Tuesday, February 19, 2019 at 10:30am
Holiday Inn Express & Suites, 2455 Riverside Avenue, Paso Robles, CA 93446

CALL TO ORDER 10:34 By Victor Popp

Present: Victor Popp, Bill Roof, Kathy Bonelli, John Arnold, Margaret Johnson, Alex Villicana, Mike Bradley, Steve Martin, Mayor

Absent: Doug Ayers, Brittany Tompkin

Staff: Danna Stroud, Annie Bowsky

Public: Presenters from invited agencies

ANNOUNCEMENTS

- **PUBLIC COMMENT (On Non-Agenda Items)**
 - None
- **Announcements**
 - Visioning Workshop with SLO CAL - Announced by Popp
 - Overview of Visit CA Outlook Forum - Stroud
 - Opportunity for meetings with VCA international contacts, peer networking and education on new VCA initiatives

CONSENT AGENDA

- Review/Approve January 15, 2019 Travel Paso Board Meeting Minutes
- Travel Paso January 2019 Monthly Marketing Report
- Travel Paso January 2019 Media Engagement Report
- Travel Paso STR Report December 2018
- SLO CAL STR Report December 2018
- Review/Approve Travel Paso January 2019 Financials
- Executive Director Report

ACTION: Moved by Roof, seconded by Bradley to approve consent agenda as presented.
Motion Passed Unanimously.

BUSINESS ACTION ITEMS

- Overview of approval process and ranking
- 11:00am –11:45am MORNING PRESENTATION BY INVITED AGENCIES FOR DESTINATION WEBSITE DEVELOPMENT
 - Presentation by Simpleview - Website
- 12:00pm –12:45pm LUNCH BREAK
- AFTERNOON PRESENTATIONS BY INVITED AGENCIES FOR DESTINATION BRAND DEVELOPMENT AND WEBSITE DEVELOPMENT (4)
 - Presentation by The Abbi Agency - Brand & Website
 - Presentation by Made by Grizzly - Brand & Website
 - Presentation by Theory SF - Brand
 - Presentation by Vingage - Website
- EVALUATION AND RANK OF PROPOSALS AND CONSIDERATION FOR APPROVING DIRECTION FOR EXECUTIVE DIRECTOR TO NEGOTIATE AGREEMENTS WITH SELECTED AGENCIES FOR DESTINATION BRAND DEVELOPMENT AND WEBSITE DEVELOPMENT (Action Required)
 - Straw vote on branding
 - Discussion over presentations
 - What did presentations cover

ACTION: Motion by Johnson, second by Villicana to move forward with brand development and direction to staff to check reference on Theory SF, verify what proposal budget covers and, if references confirm, move forward with contract negotiation. Passed Unanimously.

- WEBSITE EVALUATION
 - Straw vote on website
 - Discussion on website/who should be given contract
 - How can website integrate with brand development
 - Feedback wanted from Theory SF on website

No action taken on website project, follow up with information requested/received from TheorySF and convene special meeting for website decision.

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

ADJOURNMENT – Motion by Villicana, second by Bradley. Passed Unanimously @ 5:42p.m.