

MEETING MINUTES – Travel Paso Board of Directors – Regular Meeting

**Tuesday, January 18, 2022 – 3:00 pm**  
Virtual Meeting



**CALL TO ORDER & ROLL CALL**

1. The meeting was called to order at 3:02pm by Chair John Arnold with a roll call.

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

**Absent:** None

**Staff:** Stacie Jacob, Mike Dawson, Julia Meyers, Jamie Smith, Stephanie Bertoux

**Public:** Mayor Steve Martin (City of Paso Robles), Paul Sloan (City of Paso Robles), Kelly Rankin (Civitas), Melissa Murray (Visit SLO CAL), Bryan Yates (Bovine Classic)

**AB361**

2. Consider Resolution 22-001 to Invoke AB361 for Virtual Meetings.

**MOTION:** Approve the Resolution 22-001 as presented. It was moved by John Arnold, seconded by Alex Villicana, and passed 9-0 with a roll call vote.

**PUBLIC COMMENT**

3. No public comments received.

**ANNOUNCEMENTS**

Travel Paso is a finalist for the Poppy Awards (Visit California) in the PR category.

Bryan Yates presented an overview of the first annual Bovine Classic - a wine country gravel cycle experience - to be held in Atascadero and Paso Robles November 4-6, 2022. The target number of riders in year one is 750-800 with options for 35-mile, 65-mile or 100-mile rides. The three-day event could also include a pre-race warm up ride, VIP Dinner, and potentially an evening mixer in Paso Robles. There is also a potential to partner with Peloton Magazine.

Campo Bovino Executive Luxe Cycling Camp: Mr. Yates is also planning a 3-day camp May 11-15, 2022, in Paso Robles geared toward executives and anticipates 15-25 riders. Hotel stays and dining would be entirely in Paso Robles.

**CONSENT AGENDA**

4. Meeting Minutes from Special Board Meeting on December 16, 2021
5. Meeting Minutes from Executive Committee Meeting on January 12, 2022
6. Travel Paso November and December Marketing Reports
7. Travel Paso November and December Media Reports
8. November Business Intelligence Report
9. October and November STR Reports (Travel Paso)
10. October and November Covid-19 Recovery Tracker
11. September and October TOT by Segment Reports
12. TOT Summary by Lodging Category

**MOTION:** Approve the Consent Agenda as presented. It was moved by Bill Roof, seconded by Kathy Bonelli, and passed 9-0 with a roll call vote.

**NEW BUSINESS, UPDATES & DISCUSSIONS**

Imperative #4: Build and Leverage Relationships with our Partners

13. Chamber/PRWCA Collaboration Update and Next Steps: Steffanie Medina, FLOW LLC, has been hired as a mediator / facilitator. The intent is to further define roles of the Chamber, Travel Paso, and PRWCA.

Representatives from each working group have been identified. John Arnold, Alex Villicana, and Angela McKee represent Travel Paso. One-on-one interviews are nearly complete. Two half-day sessions with the group are scheduled for February 18, 2022, and February 25, 2022.

14. City of Paso Robles Updates: Mayor Steve Martin reported the following:
  - The agenda for the January 18, 2022, City Council Meeting includes an update from Paul Sloan on Spaceforce and an ordinance establishing tattoo parlors as an authorized use in the Commercial/Light Industrial and Riverside Corridor zones.
  - There have been security improvement measures enacted along 24<sup>th</sup> Street including increase patrolling, changing parking designations, installation of security cameras, and a plan to enlist the private sector is being developed.
15. Visit SLO CAL: Visit SLO CAL's next meeting is scheduled for January 19, 2022, where it is anticipated they will adopt the MOU with Travel Paso. The MOU will be reviewed by Travel Paso's Board of Directors at the February 2022 meeting.

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

16. Mid-Week and Corporate Travel Strategy: The Corporate Travel Task Force developed a two-pronged strategy to build awareness and capture the first wave of 2022 corporate planning and booking.
  - a. Paso "In the Box": A webinar will be held via Zoom on January 27, 2022, to introduce corporate planners to the area and present the amenities that Paso Robles has to offer. Each attendee will receive a customized box with contents that reflect the Paso Robles Experience prior to the meeting. 75 boxes have been sent. The San Jose Earthquakes have provided contact information for several large corporate planners.
  - b. Paso "Out of the Box" Experience: Capitalize on the interest generated from the Zoom meeting and invite planners to visit the area March 10-13, 2022. A draft itinerary for the Discover Paso Robles FAM Tour has been developed.

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

17. December 2021 Financials: Stacie Jacob reviewed the December 2021 financial report. Based on previous discussion with the Board, a 5% contingency totaling \$275,698.88 has been placed in a separate reserve account. Expenses for December 2021 totaled \$208,803.73. As of December 31, 2021, Travel Paso has a total equity position of \$1,531,617.91

**MOTION:** Approve the December 2021 financial report as presented. It was moved by Alex Villicana, seconded by Margaret Johnson, and passed 9-0 with a roll call vote.

18. Budget Updates and 6-Month Review: Travel Paso operates on a fiscal year and December 31, 2021, marks the half-way point in the budget cycle. Stacie Jacob reviewed the original projections for income and expenses and compared those to the year-to-date actual totals.
  - a. Income: The income projection for FY 2021-22 was \$1,350,000. Year-to-date income is \$1,065,303. The Board discussed and agreed to increase the projected income for FY 2021-22 to \$1,600,000.
  - b. Expenses: The expense budget for FY 2021-22 totaled \$1,349,180 with \$508,578 spent to date. Based on the current marketing initiatives, expenses for FY 2021-22 are projected to total \$1,226,903.
  - c. Surplus: With the increase in income and expenses expected to be less than budgeted, there is surplus of \$373,237.

**MOTION:** Approve the 6-month budget update as presented including increasing the year-end income projection to \$1,600,000. It was moved by Alex Villicana, seconded by Angela McKee, and passed 9-0 with a roll call vote.

19. PRTID Renewal: At the December 16, 2021, Special Board Meeting, the Board directed Travel Paso staff to work with Kelly Rankin, Civitas, to prepare a written memo addressing the City's list of comments and

items requested to be amended in the MDP. The City reviewed the memo and responded with a list of four items for further discussion:

- a. The City is opposed to raising the assessment beyond 2%.
- b. The City requested that the MDP contain language that provides for annual audits.
- c. The City requested that Travel Paso be subject to reasonable and transparent procurement and contract processes that reduce potential conflicts of interest.
- d. The City requested that the TBID should be limited to 5 years rather than 10 years.

The Board discussed the four items proposed by the City.

- a. Travel Paso would prefer to have the option to raise the assessment beyond 2% with the Council's approval prior to the increase. The Board is likely to agree to the 2% cap if the 10-year renewal timeline is accepted.
- b. Travel Paso will agree to an independent audit at the end of FY 2021/22. Once the audit is complete, Travel Paso will determine the frequency of future audits (annual or bi-annual). Travel Paso would like to clarify which entity pays for the audits.
- c. Travel Paso is committed to an open and transparent procurement process. Travel Paso staff will continue to develop the framework for a written policy focused on management/service contracts. The draft policy will be reviewed by the Board of Directors at the same time as the PRTID renewal. This provision is part of the contract with the City that accompanies the MDP. Travel Paso will examine policies held by the City of Paso Robles and Visit SLO CAL for reference. The Board discussed identifying a not to exceed amount where services can be sourced without a RFP. The Board will also consider adding a provision for situations where there is only a sole-source provider available.
- d. Travel Paso believes a 10-year renewal is critical to the long-term success of the organization as well as the most cost-effective method.

The Board would like representatives from Travel Paso to participate in the next round of "2-2-1" meetings with the City Manager and City Council to discuss the MDP. In addition to Stacie Jacob, John Arnold, Alex Villicana and Margaret Johnson agreed to participate, as needed. Stacie Jacob will connect with Ty Lewis to get the meetings scheduled as soon as possible.

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

20. New Marketing Ideas for 2022: Stacie Jacob presented new marketing opportunities for the first half of 2022 along with the associated costs totaling \$349,000. Current budget reallocation (Item 18 above) shows projected net income at \$373,237.
  - a. Media Buys focused on San Jose Market totaling \$143,000. Includes: Digital - \$45,000, Partner - \$45,000, and Traditional (OOH) - \$53,000 (\$78,000 total - \$25,000 already budgeted). The timing is April – June 2022 and is aligned with San Jose Earthquakes season
  - b. Media Buys focused on Los Angeles Market totaling \$129,000. Includes: Digital - \$30,000, Partner - \$30,000, Traditional (OOH) - \$69,000 – (\$94,000 - \$25,000 already budgeted). The timing is February – April 2022
  - c. Brand Video (promoting tourism in Paso Robles) - \$20,000
  - d. Travel Paso Hospitality Awards - \$5,000
  - e. Texas Sweeps CAB Collective - \$6,000
  - f. The Bovine Classic (Dirt Cycling Event) - \$24,000
  - g. Peloton Magazine - \$22,000

The Board discussed the new marketing opportunities and agreed to spend an additional \$303,000 on items a-e above.

**MOTION:** Approve additional marketing expenditures for FY2021-22 in the amount of \$303,000 to include media buys in San Jose and Los Angeles markets (\$272,000), brand video (\$20,000), Travel Paso Hospitality Awards (\$5,000), and Texas Sweeps Cab Collective (\$6,000). It was moved by John Arnold, seconded by Paul Haught, and passed 8-0 with a roll call vote. Alex Villicana left early and did not vote on this item.

**ADJOURN AT 5:05pm**

**MOTION:** Adjourn the meeting at 5:05pm. It was moved by Rich Verruni, seconded by Margaret, and passed 8-0 with a roll call vote. Alex Villicana left early and did not vote on this item.

**NEXT MEETING IS SCHEDULED FOR FEBRUARY 15, 2022, at 3pm**