

MEETING MINUTES – Travel Paso Board of Directors – Regular Meeting

Tuesday, February 15, 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, Angela McKee, Victor Popp, Bill Roof, Alex Villicana

Absent: Margaret Johnson, Rich Verruni

Staff: Stacie Jacob, Stephanie Bertoux

Public: Mayor Steve Martin (City of Paso Robles), Paul Sloan (City of Paso Robles), Jamie Smith (Forward Brand Marketing), Melissa Murray (Visit SLO CAL), Bryan Yates (Bovine Classic)

AB361

2. Consider Resolution 22-002 to Renew AB361 for Virtual Meetings.

MOTION: Approve the Resolution 22-002 as presented. It was moved by Bill Roof, seconded by Angela McKee, and passed 7-0 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. The winners will be announced on February 15, 2022, at the Visit California Outlook Forum.

CONSENT AGENDA

4. Meeting Minutes from Executive Committee Meeting on February 9, 2022
5. Meeting Minutes from Board Meeting on January 18, 2022
6. Travel Paso January Marketing Report
7. Travel Paso January Media Report
8. December Business Intelligence Report
9. December STR Reports (Travel Paso)
10. December Covid-19 Recovery Tracker
11. November TOT by Segment Reports

MOTION: Approve the Consent Agenda as presented. It was moved by Alex Villicana, seconded by Victor Popp, and passed 7-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

Imperative #4: Build and Leverage Relationships with our Partners

12. 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. One-on-one interviews are now complete. Two half-day sessions with the group are scheduled for February 18, 2022, and February 25, 2022. Representatives from the City of Paso Robles - Paul Sloan, Councilmember Gregory, and Assistant City Manager Chris Huot - have also been invited to participate in the workshops.
13. City of Paso Robles Updates: Mayor Steve Martin reported the following:
 - The City has received preliminary feedback from Tartaglia Engineering on the Paso Robles Spaceport.
 - The City of Paso Robles has formed a broadband partnership with the City of Atascadero
 - The City's budget process for FY 2022/23 will be underway soon

- The City intends to release a RFP for assistance with developing a 5-year economic strategy and development plan

14. Visit SLO CAL:

- Announcement: Victor Popp reported that Visit SLO CAL has advertised three new open positions within the organization.
- Commitment to Collaborate: The Board reviewed and discussed the [commitment to collaborate agreement](#) with Visit SLO CAL in the development and implementation of a strategy for tourism related events and festivals.

MOTION: Approve the Commitment to Collaborate agreement with Visit SLO CAL as presented. It was moved by Kathy Bonelli, seconded by Victor Popp, and passed 7-0 with a roll call vote.

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

15. Mid-Week and Corporate Travel Strategy:

- Paso “In the Box”: Paso “In the Box” Recap: The webinar was held via Zoom on January 27, 2022.
 - 60 people attended; roughly 45 were corporate planners
 - Travel Paso received positive comments on the boxes and contents included and interactive format of the webinar.
 - The line-up of presenters included: PRWCA – Chris Taranto, Visit SLO CAL – Kyla Boast, City of Paso Robles – Paul Sloan, Chamber of Commerce – Gina Fitzpatrick, and Farmstead Ed – Lynette Sonne
 - Invitations to the FAM Tour have been sent. The deadline for planners to respond to the is February 11, 2022.
- Paso “Out of the Box” Experience: FAM Tour March 10-13, 2022. The goal is to have 25-30 planners attend the FAM Tour. Stacie Jacob provided a brief overview of the [schedule of events](#). The Board of Directors will receive an invitation to attend the opening reception on March 10.

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

16. January 2022 Financials: Stacie Jacob reviewed the January 2022 financial report. Expenses for January 2022 totaled \$147,239.57. As of January 31, 2022, Travel Paso has a total equity position of \$1,559,387.00. Due to increase revenue, there is \$75,779 unallocated in the FY2021/22 budget.

MOTION: Approve the January 2022 financial report as presented. It was moved by Paul Haught, seconded by Angela McKee, and passed 7-0 with a roll call vote.

17. PRTID Renewal: John Arnold, Stacie Jacob, Margaret Johnson, and Alex Villicana participated in the “2-2-1” meetings with the City Manager and members of the City Council to address the comments received. Based on direction from the Executive Committee on February 8, 2022, the [MDP was updated](#) and sent to the City staff. City staff has given Travel Paso authorization to proceed with the petition process. The [draft petition](#) and [timeline](#) were included in the Board packet. A letter will accompany the petition explaining the renewal process, offering two dates for virtual webinars to answer questions from lodging partners, and highlighting Travel Paso’s successes and benefits of renewal. The letter and petition are anticipated to go out (electronic and hard copy) the week of February 21, 2022.

Travel Paso has contracted with Civitas to prepare a draft Procurement Policy that will be reviewed by the Board at the March 2022 Board meeting.

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

18. Marketing Updates:

- Bovine Classic: Bryan Yates gave a presentation to the Board on the Bovine Classic at the January 2022 meeting. Mr. Yates communicated to the Board a few of the changes that have been made since the last meeting including moving the event date to November 4-6, 2022, adding a tagline to the event name to specifically recognize Paso Robles, and confirming that Peleton Magazine intends to run an editorial highlighting Paso Robles in the April/May issue. Mr. Yates requested an event

sponsorship from Travel Paso in the amount of \$24,000. The Board discussed the request and agreed to a sponsorship in the amount of \$10,000 to match what the City of Atascadero has pledged.

MOTION: Approve Travel Paso's sponsorship of the Bovine Class in the amount of \$10,000. It was moved by John Arnold, seconded by Bill Roof, and passed 7-0 with a roll call vote.

- B. Paso Presents Campaign: The [Firestone Walker Brewery](#) campaign was launched in February 2022.
- C. LA and San Jose Market Campaigns: The LA market campaign has been activated and will run February – April 2022. The San Jose market campaign will run April – June 2022.

ADJOURN AT 4:45pm

MOTION: Adjourn the meeting at 4:45pm. It was moved by Alex Villicana, seconded by Kathy Bonelli, and passed 7-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR MARCH 15, 2022, at 3pm