

MEETING MINUTES – Travel Paso Board of Directors – Regular Meeting



Tuesday, May 17, 2022 – 3:00 pm

Hybrid Meeting

In-Person Location: The Sandbox, 1345 Park Street, Paso Robles, CA 93446

An option for virtual participation was made available to the public via Zoom.

CALL TO ORDER & ROLL CALL

1. The meeting was called to order at 3:00pm by Secretary Alex Villicana with a roll call.

Present: Kathy Bonelli, Margaret Johnson, Angela McKee, Victor Popp, Rich Verruni, Alex Villicana.

Absent: John Arnold, Paul Haught

Staff: Stacie Jacob, Lacie Johns, Mike Dawson, Stephanie Bertoux

Public: Mayor Steve Martin (City of Paso Robles), Paul Sloan (City of Paso Robles), Jill Alexander (Paso Market Walk)

AB 361

2. Consider Resolution 22-005 renewing teleconference

MOTION: Approve the Resolution 22-005 as presented. It was moved by Margaret Johnson, seconded by Angela McKee, and passed 5-0 with a roll call vote. Kathy Bonelli arrived late and did not vote on this item.

PUBLIC COMMENT

3. No public comments received.

CONSENT AGENDA

4. Meeting Minutes from Executive Committee Meeting on May 11, 2022
5. Meeting Minutes from Board of Directors Meeting on April 19, 2022
6. Travel Paso April Marketing Report
7. Travel Paso April Media Report
8. March Business Intelligence Report
9. February and March STR Report (Travel Paso)
10. March COVID-19 Recovery Tracker
11. February TOT by Segment Report

MOTION: Approve the Consent Agenda as presented. It was moved by Margaret Johnson, seconded by Victor Popp, and passed 5-0 with a roll call vote. Kathy Bonelli arrived late and did not vote on this item.

NEW BUSINESS, UPDATES & DISCUSSIONS

Imperative #4: Build and Leverage Relationships with our Partners

12. City of Paso Robles Updates:
 - a. Mayor Steve Martin reported the following:
 - The City of Paso Robles and the City of Atascadero have entered into an agreement to partner on a North San Luis Obispo County Broadband Strategic Plan.
 - The City of Paso Robles signed Letters of Intent to partner with Cal Poly and Stellar Explorations in support of spaceport activities.
 - b. July 4th Independence Day Celebration: The event will take place at Barney Schwartz Park, 2-10pm. The official announcement has been made to the public. Amenities and activities include free admission and parking, KidZone, music throughout the day, concession stand and food trucks, and fireworks show at 9:30pm. Volunteers and additional sponsors are needed.
13. Visit SLO CAL: Victor Popp reported that Visit SLO CAL's next Board of Directors meeting is scheduled for May 18, 2022. The focus of the meeting will be preparing for the next fiscal year including a review of marketing priorities and budget.

14. Chamber/PRWCA/Travel Paso Collaboration Agreement: Travel Paso, Paso Robles Chamber of Commerce, and PRWCA have all adopted the agreement. Three collaboration meetings will take place each year. The first meeting is scheduled for May 25, 2022, at 1pm. In addition to Stacie Jacob, John Arnold, Alex Villicana, and Angela McKee will attend and represent Trave Paso. Margaret Johnson agreed to be an Alternate for Travel Paso to attend as needed.

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

15. Mid-Week and Corporate Travel Strategy:
 - a. Meeting Professionals International Southern California Chapter (MPISCC): The MPISCC selected Paso Robles as the location for their board retreat planned for May 25-27, 2022. Travel Paso provided a proposed [3-day itinerary](#) to host the group of 20 planners and is preparing a budget. Originally, Travel Paso budgeted for 50 planners to attend the Discover Paso Robles FAM Tour but hosted 27 planners. The remaining funds budgeted for this line item will be used to host the MPISCC Board Retreat. The opening reception will be held on May 25, 2022, at Tetto at 6pm. Tourism partner have been invited to attend.
 - b. Wine Enthusiast Magazine is hosting its [Annual Media Conference](#) in Paso Robles Wine County July 31-August 3, 2022. This opportunity is a collaboration between Travel Paso and the Paso Robles Wine Country Alliance (PRWCA). Travel Paso has reached out to industry partners via the Travel Paso newsletter to determine partner availability and secure quotes to create a full working budget for this 3-day itinerary. In between editorial planning for the upcoming year, unique and interactive experiences curated by Travel Paso and the PRWCA will expose Wine Enthusiast editors, executives, and advertising teams to all that Paso Robles Wine Country has to offer. The cost will be split equally between Travel Paso and the PRWCA with a not to exceed budget of \$35,000 each. This is the first time the annual conference will be held on the Central Coast.
 - c. IPW will take place June 5-9, 2022, in Orlando. This is a collaboration with Visit SLO CAL
 - d. Travel Paso is joining the PRWCA for a Grand Tasting Tour visit to San Diego on Thursday, June 23, 2022. Paso Robles area wineries, hospitality, and visitor serving businesses have been invited to participate. It is anticipated that 250 consumers will attend.

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

16. April 2022 Financials: Stacie Jacob reviewed the April 2022 financial report. Income totaled \$119,107.00; expenses totaled \$176,242.95. As of April 30, 2022, Travel Paso has a total equity position of \$1,414,174.15.

MOTION: Approve the April 2022 financial report as presented. It was moved by Victor Popp, seconded by Margaret Johnson, and passed 6-0 with a roll call vote.

17. Financial Projections for FY 2022-23: The year-end income projection for fiscal year 2021-22 is \$1,711,634.00. The Board discussed increasing the income projection for fiscal year 2022-23 by 3-8% over the previous year. The Executive Committee recommended that the Board of Directors consider setting the income projection at \$1,848,564 which is an 8% increase over FY 2021-22.

MOTION: Approve setting the income projection for fiscal year 2022-23 at \$1,848,564. It was moved by Angela McKee, seconded by Victor Popp, and passed 5-1 with a roll call vote. Kathy Bonelli was the dissenting vote.

18. PRTID Renewal: On April 19, 2022, the City Council approved the Notice of Intent for the PRTID Renewal on the consent agenda with a 5-0 vote. The PRTID Renewal has entered the final approval phase which includes two public hearings:
 - May 17, 2022: Public Hearing where members of the public can comment on the PRTID Renewal. Travel Paso will provide a short presentation and then answer questions.
 - June 7, 2022: Public Hearing where City Council takes formal action on Adoption of Resolution of Formation

19. Board Elections: All Board Members’ terms expire on June 30, 2022. Per the bylaws, the Board is made up of 9 members. The Nominating Committee – comprised of John Arnold, Angela McKee, and Kaitlin Walton – reviewed all applications received and recommended the following slate of candidates for the Board of Directors for FY 2022-23 effective July 1, 2022. Terms will be set, and Executive Committee members will be chosen at the June 21, 2022, Board meeting. Stacie Jacob will email position descriptions for the Executive Committee and ask for volunteers.

Incumbents:

- Paul Haught, Bruce Munro: Field of Light at Sensorio (At-Large)
- Alex Villicana, Villicana Winery/RE:Find Distillery (At-Large)
- Angela McKee, Best Western Plus Black Oak (Lodging)
- Victor Popp, La Quinta Inn and Suites (Lodging)
- John Arnold, Holiday Inn Express & Suites (Lodging)
- Margaret Johnson, Paso Robles Inn/ Martin Resorts (Lodging)

New Directors:

- Chance Jorgensen, Oxford Collection (Lodging)
- Kaitlin Walton, Sun Communities, Inc./Sun Outdoors (Lodging)
- Jill Alexander, Paso Choice LLC., Paso Market Walk (Short Term Rental)

MOTION: Approve the candidate slate for the Board of Directors as presented effective July 1, 2022. It was moved by Margaret Johnson, seconded by Alex Villicana, and passed 6-0 with a roll call vote.

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

20. Plan and Priorities for FY 2022-23:

- a. Imperative #1: Actively lead the tourism community in Paso Robles
 - Continue to build mid-week and corporate travel strategy
 - Build awareness among leisure travelers with an emphasis to extend length of stay
 - Utilize STR report + TOT data to look at trends long term and current
 - Content Strategy – Primary and Secondary
 - Geographic Reach – Drive Market (3-4 hour road trip)
 - Direct Flights: Public Relations and Partner Integrations
 - PRWCA Collaboration Events – Fall 2022 and Spring 2023
- b. Imperative #2: Build a sustainable marketing organization
 - Update and refresh Strategic Plan
 - Economic Impact Study – Paso Robles Specific
 - Participate in collaborative research efforts
 - Community Gifts – July 4th Fireworks and Christmas Tree
 - Community Event Marketing Grants
- c. Imperative #3: Define, develop, and steward the Paso Robles brand
 - Foster an integrated approach to align the Paso Robles brand among all channels: earned, social, paid, and owned
- d. Imperative #4: Build and leverage relationships with our partners
 - Visit California, Visit SLO CAL, PRWCA, Paso Robles Chamber of Commerce, Central Coast California, City of Paso Robles

ADJOURN AT 4:47pm

MOTION: Adjourn the meeting at 4:47pm. It was moved by Margaret Johnson, seconded by Victor Popp, and passed 6-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR JUNE 21, 2022, at 3pm