

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, April 18, 2023 – 3:00 pm

Meeting Location: Harvest Room, Courtyard by Marriott Paso Robles, 120 S. Vine Street, Paso Robles, CA 93446.
Members of the public had the option to participate virtually or in-person.

CALL TO ORDER & ROLL CALL

1. The meeting was called to order at 3:03pm by Chairman Alex Villicana with a roll call.

Present: Jill Alexander, John Arnold, Margaret Johnson, Angela McKee, Victor Popp, Alex Villicana, Kaitlin Walton

Absent: Chance Jorgensen, Rich Verruni

Staff: Stacie Jacob, Stephanie Bertoux

Public: Paul Sloan (City of Paso Robles), Anne Crabbe (One Wealth Management)

PUBLIC COMMENT

2. No public comment.

CONSENT AGENDA

3. Meeting Minutes from Executive Committee Meeting on April 12, 2023
4. Meeting Minutes from Board of Directors Meeting on March 21, 2023
5. Travel Paso March Marketing Report
6. Travel Paso March Media Report
7. February Business Intelligence Report
8. March STR Report
9. February COVID-19 Recovery Tracker
10. January TOT by Segment Reports (Visit SLO CAL)
11. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
12. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
13. February Wine Business Intelligence Report

MOTION: Approve the Consent Agenda as presented. It was moved by Margaret Johnson, seconded by Kaitlin Walton, and passed 6-0 with a roll call vote. Jill Alexander did not vote on this item.

NEW BUSINESS, UPDATES & DISCUSSIONS

Imperative #4: Build and Leverage Relationships with our Partners

14. City of Paso Robles Updates:
 - a. General Updates from the City: Paul Sloan gave the following report.
 - The City's 5-Year Economic Development Plan will be presented to City Council in June.
 - The N. County Broadband Strategic Plan will be presented to City Council on May 2.
 - A Delegation from the City of Paso Robles traveled to Sacramento to attend the CA League of Cities Conference and also met with the Department of Water Resources, the Lieutenant Governor's Office, and other State representatives regarding the Golden Spike Project, Spaceport, and Blended Irrigation Water Supply Project (Purple Pipe).
 - The City will have a booth at the Savor Paso event in San Jose on June 15.
15. Community Updates:
 - a. Visit SLO CAL: The last Visit SLO CAL Board meeting was held on March 29, 2023 where the Board approved the Events & Festivals Strategy and the 2026 Strategic Plan. The SLO CAL Welcome, an online customer service-learning program specifically designed for SLO CAL's travel and tourism industry workers, continues to be well received, and now has an incentive program. Five Travel Paso staff members have completed the program.

16. National Travel & Tourism Week – May 7-13, 2023: In celebration of National Travel and Tourism Week and California Tourism Month in May, the Paso Robles City Council honored Travel Paso with a proclamation at the May 2, 2023 City Council meeting in recognition of the contributions that tourism makes to the local economy. Chair Alex Villicana accepted the proclamation on behalf of Travel Paso.

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

17. Mid-Week and Corporate Travel Strategy:

- a. Corporate Meeting Planner FAM Update – March 22-24, 2023
 - i. 19 corporate meeting planners attended representing companies such as Well Fargo and Google. A follow-up survey has gone out to attendees. The attendee lists from 2022 and 2023 will be circulated via the Industry Newsletter.
 - ii. Stacie Jacob reviewed the itinerary that began with a welcome reception Wednesday night at the Paso Robles Inn followed by dinner at JUSTIN. Thursday’s activities included the Destination Showcase at Cass Winery, tour of Vina Robles, dinner in the wine caves at Eberle, and a VIP experience at Sensorio. Attendees participated in one of four excursions on Friday concluding with a farewell lunch and tour of Niner Wine Estates. The new format for the Destination Showcase worked well. Lodging and industry partners were each invited to present for 3-5 minutes during lunch rather than a trade-show type atmosphere.
 - iii. Final budget: The budget was \$1,500 per attendee with actual costs at \$1,534.71 per attendee. Fees for Morgan Hoffman Events are not included in the per attendee cost.

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

18. Travel Paso Financial Accounts:

- a. Investment Policy Statement: Stacie Jacob reviewed the draft Investment Policy Statement. The goals outlined in the Investment Policy Statement are the drivers for fund selection. All funds have daily liquidity. The Board discussed the following investment goals:
 - i. Operating Fund: As of March 31, 2023, the current operating account held at Pacific Premier Bank has a balance of \$1,147,072.19. The Board discussed withdrawing up to \$1 million from this account and investing it in the Long Term Fund. The balance of \$147,072.19, as of March 31, 2023, will remain in the operating fund and is FDIC insured up to \$250,000. TBID payments will continue to be deposited in this account.
 - ii. Short Term Fund: As of March 31, 2023, the current reserve account held at American Riviera Bank has a balance of \$390,354.43. The Board discussed capping this account at \$250,000 to remain under the FDIC insurance limit and withdrawing \$140,000 - \$150,000 from this account and investing it in the Long Term Fund. Travel Paso also makes a 5% contribution to this account each month. The current PRTID Management Plan states the balance of the reserve account may be up to \$250,000. When the fund is at that balance, this line item will be re-allocated to programs.
 - iii. Long Term Fund: The goal for the initial investment is \$1.1-\$1.2 million. The investment timeline is 3-5 years. A plan for reinvesting these funds in new and existing Travel Paso programs will be presented as part of the FY 2023-24 budget process.
 - iv. Endowment Fund: This is a long term goal. The Endowment is funded by interest from the Long Term Fund. The Board will need to decide how to spend these funds on things like scholarships, grants, etc.

MOTION: In alignment with the PRTID Management Plan, Travel Paso will no longer make a monthly contribution to the short term fund / reserve account held at American Riviera Bank. It was moved by Margaret Johnson, seconded by Victor Popp, and passed 7-0 with a roll call vote.

MOTION: Approve the Investment Policy Statement, as presented. It was moved by John Arnold, seconded by Victor Popp, and passed 7-0 with a roll call vote.

MOTION: Approve investing \$1.1 million - \$1.2 million with One Wealth Management. Authorize a withdrawal of up to \$1 million from the Pacific Premier Bank (Travel Paso operating account) and a withdrawal of up to \$150,000 from the American Riviera Bank (Travel Paso reserve account) to be placed in a Long Term Fund managed by One Wealth Management. It was moved by John Arnold, seconded by Victor Popp, and passed 7-0 with a roll call vote.

- b. Insured Cash Sweep: Stacie Jacob reported that the Insured Cash Sweep Accounts are set up at both Pacific Premier Bank and American Riviera Bank.

19. March 2023 Financials: Stacie Jacob reviewed the March 2023 financials. Income totaled \$82,209 and expenses totaled \$235,429. As of March 31, 2023, Travel Paso has a total equity position of \$1,541,393.55. Actual revenue totals are trending about 3.5-4% behind Travel Paso's projected income targets. Expenses remain on target and within budget. The Executive Committee and Board will continue to monitor this on a monthly basis.

MOTION: Approve the March 2023 financial report as presented. It was moved by John Arnold, seconded by Margaret Johnson, and passed 7-0 with a roll call vote.

20. Budget Process for FY 2023-24: The year-end income projection for FY 2022-23 is \$1,848,564.00 which is an 8% increase over the previous year. The Board discussed setting the income projection for FY 2023-24 at \$1,920,000 which is a 4% increase over FY 2022-23. In addition, the Board is looking to draw down its financial reserves by reinvesting in programs and will add an additional \$240,000 - \$250,000 in expenses bringing the total projected expenses to \$2,170,000 for FY 2023-24. The first draft of the programs and budget for FY 2023-24 will be presented at the May Board meeting with a final draft presented for approval at the June Board meeting.

MOTION: Approve setting the income projection at \$1,920,000 and the expense budget projection at \$2,170,000 for Fiscal Year 2023-24. It was moved by Margaret Johnson, seconded by Angela McKee, and passed 7-0 with a roll call vote.

21. RFP Responses: Stacie Jacob reviewed the RFP responses received.
 - a. Brand Marketing: Foreword Brand Marketing submitted a RFP response at a rate of \$7,000 per month for a one-year engagement and Kraftwerk Design submitted and a Letter of Interest for creative services.
 - b. Media Procurement / Digital Strategy: One RFP response was received from Vingage Consulting at a rate of \$7,500 per month for a three-year engagement.

MOTION: Approve the proposals from Foreword Brand Marketing and Vingage Consulting, as presented. It was moved by Margaret Johnson, seconded by Angela McKee, and passed 7-0 with a roll call vote.

22. Board Elections: Per the Bylaws, Travel Paso has a Board comprised of (9) members representing the following categories - (6) Lodging, (2) At-Large, and (1) Vacation Rental. Travel Paso has (5) directors with terms expiring on June 30, 2023:
 - Jill Alexander – Vacation Rental
 - John Arnold – Lodging
 - Chance Jorgensen – Lodging
 - Rich Verruni – Lodging
 - Kaitlin Walton – Lodging

The Nominating Committee is Alex Villicana, Victor Popp, and Angela McKee. The following process and timeline was discussed.

- May 3, 2023 – Board members with expiring terms declare intent to run for re-election.
- May 10, 2023 – Nominating Committee meets to review ballots received to date.
- May 16, 2023 – Nominating Committee will make a recommendation to the Board. At that point,

if needed, active recruitment will begin and ballots will be circulated via Travel Paso's Industry Newsletter.

MOTION: Approve the process and timeline for Board elections, as presented. It was moved by Victor Popp, seconded by Margaret Johnson, and passed 7-0 with a roll call vote.

Margaret Johnson's consulting agreement with KSL, formerly Martin Resorts, ends April 30, 2023 and she will be resigning from the Travel Paso Board of Directors. Her term expires June 30, 2024. Per the bylaws, the Board can appoint a new Director to complete Margaret Johnson's term. The appointee will not be a member of the Executive Committee.

MOTION: Appoint Ian Pullan to the Travel Paso Board of Directors, replacing Margaret Johnson, with a term ending June 30, 2024. It was moved by Victor Popp, seconded by Kaitlin Walton, and passed 7-0 with a roll call vote.

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

23. Savor Paso Robles: Savor Paso is a walk-around tasting event to be held at PayPal Park in San Jose on Thursday, June 15, 2023, 5:30-8pm. Together, PRWCA and Travel Paso will bring an elevated destination showcase to our Paso Wine fans in San Jose. The event budget is currently being developed. The goal is 500 attendees. Wineries, breweries, distilleries, accommodations, attractions, travel partners, and anyone who creates Paso-based products and/or experiences are welcome to participate. The cost to register as a vendor is \$450 and will be promoted in Travel Paso's Industry newsletters. Consumer tickets will be available for \$75 each toward the end of April. San Jose Earthquakes season ticket holders and partners will have the opportunity to purchase tickets at a reduced rate. The PRWCA is handling vendor registration and ticket sales.
24. Savor Real California Campaign: The Savor Real California Campaign was launched on January 23, 2023 including television, print, billboard, social media, streaming tv, YouTube, and partner advertising. The two primary goals are to increase general brand awareness and increase landing page traffic, lead generation, and engagement. Once email addresses are entered via Travel Paso's website or via the QR code, the visitor receives a complimentary digital copy of The Insider's Guide to Paso Robles. To date, more than 650 emails have been collected.

ADJOURN

MOTION: Adjourn the meeting at 4:37 pm. It was moved by Margaret Johnson, seconded by Victor Popp, and passed 7-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR MAY 16, 2023, at 3pm