

MINUTES

Travel Paso Board of Directors – Regular Meeting

Tuesday, May 19, 2020 – 3:00 p.m. Via Zoom Meeting Link:

<https://us02web.zoom.us/j/83473278306?pwd=QzVSdWFzcdVOSTia1YvcXYyeTYxUT09>

Meeting ID: 834 7327 8306 Password: 175067

Access via phone if computer microphone not in place: 1-669-900-6833

CALL TO ORDER 3:02 By John Arnold

Present: John Arnold, Angela McKee, Bill Roof, Margaret Johnson, Alex Villicana, Rich Verruni, Kathy Bonelli, Steve Martin, Victor Popp

Absent:

Staff: Stacie Jacob, Lacie Johns, Annie Bowsky

Public: John Sornetta, Dick McKinley, Randy Harris, Sarah Johnson-Rios - City of Paso Robles, Derek Kirk - Visit SLO CAL

1. CALL TO ORDER
2. PUBLIC COMMENT (Non-Agenda Items)

ANNOUNCEMENTS

- City of Paso Robles Presentation – Community Priorities for Budget Planning
- Sornetta and McKinley presentation on post COVID-19 city budget outlook for FY 2020-2021
- City had been facing increased need for first responders pre-C19 crisis and 911 call volume has increased yearly and responders are having difficulty responding to all emergency calls
- 57 new police officers are also needed with in the city to meet national standards
- Current grant to help with first responder funding will expire in February 2022
- Improving road conditions is another budget priority as pavement condition rate at 54/100
- 2012 half-percent sales tax has been used for roads, but city can still not get ahead of issue
- Feedback and questions from board regarding concerns on police calls
- Comment from Johnson-Rios on structural challenges in the community and meeting national standards

CONSENT AGENDA

3. Review/Approve March 17 and April 15, 2020 Travel Paso Board Meeting Minutes
4. Travel Paso March and April 2020 Monthly Marketing Report
5. Travel Paso – March and April Public Relations/Media Engagement Report
6. STR Report – February and March 2020 (Travel Paso)
7. STR Report – February and March 2020 (SLO CAL)
8. Executive Committee April 9 and May 6, 2020 Meeting Notes

ACTION: Moved by Johnson, seconded by Bonelli to approve the Consent Agenda as presented. Roll Call Vote Ayes: Arnold, Roof, Verruni, Bonelli, Popp, Villicana, Johnson. Motion passed 7-0. McKee to abstain

NEW BUSINESS, UPDATES & DISCUSSIONS
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NEW BUSINESS, UPDATES & DISCUSSIONS

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

9. CCOVID-19 – Updates / Marketing Update

a. Campaign - #PasoStrong

- i. Overview of campaign in collaboration with Paso Robles organizations
- ii. Use of downtown area and city park for restaurant and takeout dining utilization with proper social distancing practices imposed
- iii. Travel Paso ready to spend marketing dollars on campaign to support greater ecosystem of retail, restaurants, wineries while leveraging a locals voice for the area
- iv. Comment from Verunni on request for more detail of plan implementation
- v. Paso Robles Chamber of Commerce held feedback meeting with 70 business owners Wednesday 5/13 with focus on outdoor dining
- vi. Comment from Jacob on importance of local campaign and response to rebound efforts
- vii. Comment from Johnson on North County restaurant group
- viii. Comment from Popp on ensuring hotel safety message is incorporated into relaunch campaign with focus on expand safety measures
- ix. Request from city to encourage comments of support at city council meeting held 5/19 to advocate for outdoor space

b. Reopening Campaign – Savor Real California Road Trips

- i. All Visit California and Visit SLO CAL marketing dollars will focus on drive market within California once travel is possible
- ii. Content is being prepared now for campaign launch
- iii. Bringing campaign to life via updated road trip imagery
- iv. Comment and feedback from board
 1. Suggestion from Veruni on targeting car clubs as they travel in large groups
 2. Focus on wide spaces and open air of Paso Robles and road trip

10. Community Events/Grants Update

- a. Overview of current status of events and what commitments have been paid
- b. Thus far, \$10,500 has been paid of the \$27,000 committed
- c. Question on amount of payment Horse Park event funding
- d. Board recommended that those who have cancelled events reapply in 2021
- e. Funding to be given out to those still hosting events

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

11. Operational Updates

- a. General updates, credit cards, clean up on operational standards
 - i. Lodging on website that is not within assessment to be removed
 - ii. Office to be shutdown by end of May
 - iii. Comment from Popp on phone calls coming in and being answered
- b. Update on Travel Paso bylaws
 - i. Suggestion from Executive Committee to update bylaws in order to implement quicker decision making within the organization during a crisis or emergency
 - ii. Arnold has reached out to Civitas for updated language
 - iii. Language has been written up and will be presented at June meeting for vote with edit
 - iv. Overview from Popp on Visit SLO CAL bylaws for Executive Committee reference

12. Review and Consider Approving March 2020 and April 2020 Financials

ACTION: Moved by Villicana, seconded by Verruni to approve March 2020 and April 2020 Financials. Roll Call Vote Ayes: Arnold, Roof, Verruni, Bonelli, Popp, Villicana, Johnson, McKee. Motion passed 8-0.

13. Nominating Committee Board Elections and Officer Team 2020 -2021

- a. Board
 - i. McKee and Popp were on nominating committee
 - 1. Update from Popp on current nomination status
 - ii. Nominating Committee recommends Arnold, Roof, Verruni to be renominated to the BOD as incumbents for two year term
 - iii. Tracy Strann of Sensorio recommended for one year term to fill the remainder Bradley's term
 - iv. Motion from Arnold to select directors first
- b. Officers
 - i. No need to approve based on nominations from 2019

ACTION: Moved by Johnson, seconded by Popp to approve Nominating Committee Board Elections and Officer Team as presented. Roll Call Vote Ayes: Arnold, Roof, Verruni, Bonelli, Popp, Villicana, Johnson. Motion passed 7-0. McKee to abstain

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

14. Website Update

- a. Site map overview and update from Arnold on Simpleview contract
 - i. Monthly fee is no longer billed and it is a maintenance fee for launched website
 - ii. General design and site map have been approved
- b. Removal of non-assessment lodging on site currently happening
 - i. Recommendation to stay within current TBID structure and not acting on June 2019 decision to open up a Voluntary Assessment Agreement for lodging properties outside TBID jurisdiction
- c. Transitioning website development into a two phase process so key pages can be launched at time of reopening

Imperative #4: Build and Leverage Relationships with our Partners

15. Community Updates (Discussion)

- a. Visit SLO CAL Board Update – V. POPP
 - i. Visit SLO CAL taking the lead in COVID-19 tourism relaunch efforts
 - 1. CEO Davidson featured on SLO County press conference to discuss impact on tourism
 - ii. Updated business and marketing plans to be present at VSC BOD meeting on 5/20
- b. COVID-19 - Collaboration updates
 - i. Request from Mayor Martin to advocate for cities to get budget shortfall resources from State of California via letter writing campaign
 - 1. BOD would like Travel Paso to take stance of support for Mayor's request
 - ii. Comment from Johnson and Popp on support of writing letter to Governor Newsom to be signed by both Jacob and Arnold
- c. Update on new county lodging order
 - i. Comment from Arnold and Johnson on updates
 - ii. Comment from Kirk of Visit SLO CAL on efforts to have order adjusted
 - 1. Order possibly renewed on May 31st to relax lodging guidelines
 - 2. Valley News to share reopening information when current lodging orders end, counteracting current SLO County advertising
 - iii. Jacob working with SLO CAL on signage for consistent safety messaging and sharing best practices for reopening
- d. Update on California Mid-State Fair board meeting to be held on 5/20
 - i. Decision will be made on whether or not Fair will take place

ADJOURNMENT 5:08 – To next board meeting on June 16th at 2:00p.m. Moved by Verruni, seconded by Popp. Motion Passed 7-0. All aye not roof Roll Call Vote Ayes: Arnold, McKee, Verruni, Bonelli, Popp, Villicana, Johnson. Motion passed 7-0. Roof left meeting early

Brown Act Notice: Each speaker is limited to three (3) minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to three (3) minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Annie Bowsky at 888- 988-PASO at least 48 hours prior to the meeting.