



MINUTES

Travel Paso Board Meeting

Travel Paso Board of Directors – Regular Meeting
Tuesday, September 17, 2019 – 2:00p.m.
Courtyard by Marriott, 120 S Vine St, Paso Robles, CA 93446

CALL TO ORDER 2:05 By Chair Arnold

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

Absent: Mike Bradley, Alex Villicana,

Staff: Danna Stroud, Annie Bowsky

Public: Kaitlin Butler - Cava Robles RV Resort; Chuck Davison and Derek Kirk - Visit SLO CAL; Stacie Jacob - Solterra Strategies; Noreen Martin - Martin Resorts; Tom Frutchey-City of Paso Robles (3:28pm)

- 1.
2. PUBLIC COMMENT (Non-Agenda Items) – No Public Comments

ANNOUNCEMENTS

- i. Introduction & Welcome for Rich Verruni of Allegretto Vineyard Resort, newly elected Director to Travel Paso Board
- ii. Overview of Forbes Hospitality Training by Stroud
- iii. Discussion on Executive Committee Meeting Notes
 1. Feedback from Bonelli on Executive Committee notes
 2. Action - remove September Executive Committee notes and Executive Director report from agenda and table to be approved at the October Board meeting; Executive Committee notes and comments will be referenced as part of agenda item number 13.

CONSENT AGENDA

3. Review/Approve August 27, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso August 2019 Monthly Marketing Report
5. Travel Paso August 2019 Media Engagement Report
6. Travel Paso August 2019 Campaign Results
7. Travel Paso STR Report July 2019
8. City of Paso Robles TOT Report July 2019
 - a. Comment on stagnant TOT revenue YoY with 117 more rooms counted in August STR report
9. Visit SLO CAL STR Report July 2019
10. Executive Director Report – *Tabled to October 15, 2019 Board meeting*
11. Executive Committee September 12, 2019 Meeting Notes – *Tabled to October 15, 2019 Board meeting*



ACTION: Moved by **Johnson**, seconded by **McKee** to approve items 3-9 on the Consent Agenda, and table items 11 and 12 to October 15, 2019 Board meeting. Motion Passed 7-0

NEW BUSINESS, UPDATES & DISCUSSIONS

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

12. Review and consider approving Travel Paso Marketing Committee additional member
 - a. Overview of Marketing Committee involvement in Travel Paso by Stroud in response to question from McKee on role and responsibility of Marketing Committee
 - b. Suggestion from Roof on adding Board members to Marketing Committee distribution list
 - c. Suggestion from Popp to include monthly marketing initiatives in consent agenda

ACTION: Moved by **McKee**, seconded by **Johnson** to approve Travel Paso Marketing Committee additional member, Morgen Hoffman with request to add BOD members to Committee distribution list. Motion Passed 7-0.

13. Review and consider approving a recommendation to submit to the Paso Robles City Council for the renewal of the Visit SLO CAL TMD.
 - a. Presentation from Chuck Davison of Visit SLO CAL (VSC) covered:
 - i. Where VSC stands in their current effort to get petitions for renewal of the TMD assessment signed
 - ii. Documents and information presented based on requests made from Executive Committee to further inform the BOD on the process for renewal of the TMD assessment
 - iii. Overview of transition to a Destination Marketing and Management Organization from (DMMO) from DMO TBID organization
 - iv. Question on how VSC leads are generated and counted
 1. Challenge of lead generation tracking from VSC is getting lodging stakeholders to report booking from leads generated by VSC
 - v. New marketing initiatives and overview of Arrivalist tracking
 - b. Public comments requested:
 - i. Martin provided comments in support of renewal of VSC TMD as proposed and referenced her history of forming a regional tourism organization focused on collaboration among regional partners
 - c. Chair Arnold opened for Board discussion:
 - i. Arnold and Johnson shared discussion from Executive Committee meeting and requested from VSC a projected budget for the use of the new funding generated by the ½% increase. They also shared that focus of Committee discussion was trying to evaluate if best use of the ½% increase occurs at the county level vs a local level. They acknowledged support for a regional tourism organization but struggled with what level of funding is needed.
 - ii. Review from Arnold on what action was being asked of Travel Paso Board and reviewed information provided as response to questions submitted to VSC.



- d. Chair Arnold requested comments from Mayor Martin from on the topic, as the City will be making the final approval.
 - i. Mayor Martin considering three items during evaluation of the VSC renewal: 1) capacity of the City to raise revenue for needed projects and City services; 2) competitiveness of Paso Robles in the marketplace; 3) burden of asking hotels to collect and remit more to support tourism marketing efforts. He is seeking insight and direction from Travel Paso Board on this issue.
- e. Johnson requested comments from Stroud on the renewal of the VSC TMD assessment. Stroud shared the ebb & flow of relationship with VSC and acknowledged role VSC plays in markets that Travel Paso can't effectively play such as air service markets, international and meetings/conference sales efforts. She also acknowledged some challenges that arise as a result of lack of collaboration. Advised there is room for ongoing improvement with the Travel Paso relationship with VSC and there are some initiatives to work effectively with VSC on such as how Paso can determine market share of air passengers into the county.
- f. Additional Board comments:
 - i. Bonelli – concerns stated are real yet VSC represents all of the county and there may be a better way to communicate with them how to showcase Paso's assets and better collaborate with them
 - ii. McKee – concerned about publishing of names of hotels who have signed the petition; not supportive of a 10-year term without clear ROI
 - iii. Johnson – not an issue of what VSC is or isn't doing but rather a focus on whether the ½% increase impacts their ability to deliver what they've been effectively doing
 - iv. Popp – VSC is a key partner to leverage Travel Paso funds; they've demonstrated their marketing effectiveness and acknowledged Travel Paso can do a better job of plugging into VSC.
 - v. Verruni – belief in what VSC does and ability of VSC to continue broader marketing to continue to build awareness of Paso
 - vi. Arnold – concern about slowing of demand with increased inventory and future financial needs of Paso as a community to implement projects such as a conference center.
- g. Public comment from Jacob advising the focus should be true collaboration and seeking ways to improve the collaboration between VSC and the rest of the communities in the county.

ACTION: Moved by **Bonelli**, seconded by **Johnson** to approve a formal recommendation of support to the Paso Robles City Council for the renewal of the Visit SLO CAL TMD assessment as presented with 1.5% assessment and ten-year term. Motion Passed 4-3

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

14. Review and consider approving August 2019 Financials
 - a. Waiting for checks to be cut to open savings and cd accounts for accumulated reserve earnings
 - b. Question from McKee on why credit card bill was higher for August
 - i. Credit card charges higher due to the Travel Paso involvement in Rhone Somm Camp, payments will be reimbursed by other participating stakeholders and increased digital ad buys for early fall campaign.



- c. Quarterly P & L to be presented at the October board meeting

ACTION: Moved by **Roof**, seconded by **McKee** to approve August 2019 Financials as presented. Motion Passed 7-0

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

- 15. Travel Paso Destination Brand Development and Website Development Project Status
 - a. September 18, 2019 presentation campaign creative concepts and identify marker concepts
 - b. Meeting structure overview and discussion
 - i. Paso Robles stakeholders to be in attendance

Imperative #4: Build and Leverage Relationships with our Partners

- 16. Report from Victor Popp re: Visit SLO CAL Board Meeting
 - a. Visit SLO CAL Board report added to the agenda as standing item
 - b. Emphasis on collaboration with Visit SLO CAL and how working together can improve tourism industry in county
 - c. Review of onboarding process
 - i. Focus on link to Brown Act with informational video
 - ii. Partnering with current Visit SLO CAL Board Member to understand role on BOD
 - d. Overview of current agenda items for upcoming board meeting

ADJOURNMENT 5:00pm - Moved by **Roof**, seconded by **Johnson**. Motion Passed 7-0.

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 least 48 hours prior to the meeting.