



## MINUTES

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### Travel Paso Board Meeting

Travel Paso Board of Directors – Regular Meeting  
Tuesday, October 15, 2019 – 2:00p.m.  
Allegretto Vineyard Resort, 2700 Buena Vista Dre, Paso Robles, CA 93446  
Via Teleconference Location: Hyatt Regency, 601 Loyola Avenue, New Orleans, LA 70113

#### 1. CALL TO ORDER 2:03 By John Arnold

**Present:** Victor Popp, John Arnold, Angela McKee, Bill Roof, Mike Bradley, Alex Villicana, Kathy Bonelli - By Phone

**Absent:** Steve Martin, Rich Verruni, Margaret Johnson,

**Staff:** Danna Stroud, Annie Bowsky

**Public:** Joined the meeting @ 3:30pm: Stacie Jacob, Tracy Strann, Casey Biggs, Maggie Tillman, Audrey Arellano, Morgen Hoffman, Katie Hayward

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

<b>ANNOUNCEMENTS – No announcements</b>
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<b>PRESENTATION</b>
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3. Google DMO Program – Annie Bowsky
  - a. Overview of new program and how it will impact Paso Robles tourism and businesses
  - b. Travel Paso to collaborate with Paso Robles Chamber to promote program
  - c. Suggestion from McKee in to consider an intern from Cuesta Hospitality Certification Program to assist with program administrative tasks

<b>CONSENT AGENDA</b>
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4. Review/Approve September 17, 2019 Travel Paso Board Meeting Minutes
5. Travel Paso September 2019 Monthly Marketing Report
  - d. Request from Arnold on adding a % variance column to the YoY report for Facebook and Instagram analytics
6. Travel Paso September 2019 Media Engagement Report
7. Travel Paso August/September 2019 Campaign Results
  - e. Question from Arnold on use of beach images in summer campaign
    - i. Suggestions from Board to capture and use images shot in Paso Robles with a beach theme



8. Travel Paso STR Report August 2019
9. City of Paso Robles TOT Report August 2019 (may not be distributed by meeting date)
10. Visit SLO CAL STR Report August 2019
  - a. Discussion on SLO county STR reporting showing decline in county-wide occupancy as a whole in comparison to destinations in Travel Paso's STR competitive set
11. Review/Approve Travel Paso September 2019 Financials
12. Executive Director Report
13. Executive Committee September 12, 2019 Meeting Notes
14. Executive Committee October 10, 2019 Meeting Notes

**ACTION:** Moved by Roof, seconded by Bradley to approve the Consent Agenda as presented, with feedback noted on item #5. Motion Passed 6-0. Bonelli abstained.

#### **NEW BUSINESS, UPDATES & DISCUSSIONS**

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

15. Review and consider approving the Travel Paso 2018-19 Year-End Report
  - f. Review of report with focus on annual media report and media impressions growth
  - g. Question from Popp on community partnerships budget vs actual and discussion on coding of finances
    - i. Coding has been updated in 19-20 budget to reflect a separation between community engagement versus partnership agreements
  - h. Discussion on how to properly list and segment TOT revenue from specific lodging categories to properly reflect budget projections
  - i. Request from Popp to include Visit SLO CAL + Main Street as partners under 2019-20 key initiatives partnership list
  - j. Request from Popp for report to be shared with local elected officials and county supervisors

**ACTION:** Moved by Bradley, seconded by Popp to approve the Travel Paso 2018-19 Year-End Report with edits from Board. Motion Passed 6-0. Bonelli abstained.

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

16. Review and consider approving Travel Paso Board Director's Conflict of Interest Policy
  - k. Proposed Conflict of Interest Policy has been drafted by Civitas with input received from Travel Paso Board for review and will add a procedural aspect to the Board of Directors role with Travel Paso.
  - l. Request by Board for the addition of a declaration of interest to be added and use individual statement forms instead of one form for the entire Board to sign.

**ACTION:** Moved by McKee, seconded by Villicana to approve Travel Paso Board Director's Conflict of Interest Policy with edits from Board. Motion Passed 6-0. Bonelli abstained.



#### **Imperative #4: Build and Leverage Relationships with our Partners**

17. Appoint two Directors to Community Partnership Funding Task Force to Review and Update Program

- m. Community Partnership Program does not currently align with Travel Paso goals and needs to be refreshed
- n. Katie Hayward and Faith Wells from the Travel Paso Marketing Committee have committed to serve on task force
- o. Bonelli and Bradley volunteered to be Board representation on the task force.

**ACTION:** By consensus, Board agreed to all members volunteered to serve on the task force

18. Appoint two Directors to PRWCA Task Force for Partner Proposal Agreement (Action)

- p. Staff recommends Arnold and Villacana to be appointed to PRWCA Task Force for Partner Proposal Agreement

**ACTION:** Moved by McKee, seconded by Popp to approve Arnold and Villicana appointment to PRWCA Task Force for Partner Proposal Agreement . Motion Passed 6-0. Bonelli abstained.

19. San Diego Media FAM – Update

- q. FAM tour to be held January 7-10, 2020 with focus on new direct flight from San Diego to SLO County
- r. The tour will collaborate with Visit SLO CAL, San Simeon, Morro Bay for a countywide experience
- s. Travel Paso will be taking the lead on organizing the Paso-portion of the tour

20. Community Updates

- t. Paso Robles Conference Center
  - i. Bradley has shared Draft MOU with the City of Paso Robles for review and consideration by City Council at their October 29, 2019 meeting
  - ii. Bradley made trip Roseville, CA for insight into how they have come together with with state and city officials to build sports and conference center
    - 1. Example program for how Paso Robles can achieve conference center project
    - 2. Paso Robles will need approval from CDFA before building
- u. Visit SLO CAL Board
  - i. Popp has officially been appointed to Visit SLO CAL Board of Directors
  - ii. Focus at last Visit SLO CAL BOD meeting was TMD renewal update
    - 1. Discussed idea that Paso is united and will pursue all Visit SLO CAL opportunities along with Travel Paso BOD
  - iii. Advocacy plan was discussed
    - 1. With possible closure of Oceano Dunes, Visit SLO CAL came to the conclusion the organization needed a more structured advocacy plan in place



2. A draft plan was reviewed and approved by Visit SLO CAL BOD at September 18, 2019 meeting
- iv. Air service update and budget adjustment approved for new market campaigns for upcoming direct flights into SLO County (San Diego, Portland, Las Vegas)
- v. Letter being sent from the Paso Robles City Council with action taken to support renewal of Visit SLO CAL TMD; Travel Paso Board expressed interest in seeing letter.
- v. City of Paso Robles
  - i. Tom Frutchey has requested time at next meeting

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

3:30pm – Discussion Item began at this scheduled time

21. Review and consider approving Travel Paso Destination Brand Identity and Creative Campaign
  - w. Members of marketing committee joined meeting for brand review and discussion
  - x. Review of marks developed by TheorySF along with overview of brand process by Stroud
  - y. Comments and feedback taken from Board
  - z. Comments open to the public and marketing committee
  - aa. Group discussion on presented marks
    - i. Final decision made by the BOD to approve design one (serif font with thru-line) with request to see final mark with and without a period after CA

**ACTION:** Moved by Roof, seconded by Villicana to approve Travel Paso Destination Brand Identity and Creative Campaign with edit suggestions to TheorySF. Motion Passed 7-0.

**ADJOURNMENT 4:22pm** – Moved by Bradley, seconded by Popp. 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.