

- ii. Move to the Paso Robles Event Center opens up a couple of opportunities: a self- contained facility with infrastructure in place and work collaboratively with the ticket company (Tickets West) to target out of market guests.
- iii. \$20,000 investment to Paso Pops with an additional \$10K advertising spend – out of market solely – from Travel Paso marketing to be spent specifically on Paso Pops.
 - 1. Naming Rights – Paso Pops Presented by Travel Paso
- iv. General Admission Tickets - \$20
- v. 60/70 Tables –
- vi. Show itself is approximately \$40K
 - 1. 70 orchestra members
 - 2. Conductor
 - 3. Vocalists
 - 4. Fireworks
- vii. Board Discussion
 - 1. The event provides a public relations opportunity – when fireworks went away there was void in the community. Feels like a good community event to support. V. Popp
 - 2. Thank Steve for putting this on ... community loves it. D. Ayres
- viii. Final Marketing Committee Recommendation for remaining community partnerships
 - 1. Garagiste Event - \$7500
 - 2. Hospice du Rhone - \$5000
 - 3. Paso Pops - \$20,000/\$10K advertising in-kind spend
 - 4. Paso Robles Event Center – moving out of community partnerships and put towards a sponsorship program with the Event Center
 - 5. Rhone Rangers - \$2,000

ACTION: Moved by **M. Johnson/A. Villicana** – Motion approved 9-0

5. Organizational Management

- a. Roles and Responsibilities of the Executive Committee
 - i. Discussion among the Board
 - ii. Provide Executive Director his/her review was clarified as role of Executive Committee

ACTION: Moved by **B. Roof/J. Arnold** – Motion approved 9-0

6. Travel Paso Transition and Outlook

- a. Strategic Planning Process – proposal from the Coraggio Group
 - iii. D. Stroud presented the proposal and process
 - iv. Timing is critical based on what partners are going through – City Goals, Event Center Facilities Plan, Chamber of Commerce Economic Development Manager, PRWCA strategic planning

ACTION: Moved by **K. Bonelli/J. Arnold** to proceed with Coraggio proposal – Motion approved 9-0

Approve Coraggio Group at a \$32K spend with travel at cost

Discussion: Staff to look into additional qualified strategic planning firms based on price, timing, expertise and local knowledge. Proposal is due by end of week (1/19/18) and if no proposal is received staff to proceed with Coraggio Group.

Discussion to continue if travel funding should be capped and establish a per diem.

- b. Digital Marketing Audit – proposal from Vingage Consulting
 - i. D. Stroud presented the proposal and process
 - ii. SimpleView was also asked and considered as a competitive bid

- iii. Marketing Committee reviewed and recommends the BOD to proceed

ACTION: Moved by **J. Arnold/ M. Johnson** - proceed with the Vintage proposal to not exceed \$10K - Motion approved 9-0

- c. Update on office search and staffing needs
 - i. Lease has been entered into for 6 months on 12th and Pine. Keys on Thursday
 - ii. \$425 per month
 - iii. Staffing chart presented
 - 1. Danna to provide job descriptions to the E. Team for feedback

7. Review Budget Re-Allocation for FY:2017-18

- a. D. Stroud presented the budget reallocation

ACTION: Motion by **K. Bonelli/V. Popp** – Motion approved 9-0

Discussion: YTD variance – adjust the color to reflect actual positive not negative balance

8. Paso Robles Billboard

- a. D. Stroud reported - City of Paso Robles is working on its final asset transfer. Billboards and what to do with them will be coming our way.
 - i. City is looking at its way finding signage and considering permanent welcome entry signage
 - ii. North end of town - billboard is ready to fall apart
 - iii. Direction from Board to solicit Marketing Committee feedback

9. Executive Director Report

- a. Include non-action-oriented items
- b. Verbal is ok – written report is not needed
- c. February 10 – City of Paso Robles Goals Session
- d. Strategic planning team – formal appointments
 - i. Schedule by Coraggio Group then final direction by Executive Committee

New Business/Other Items for Future Meetings: Nothing suggested at this time

ADJOURNMENT: Meeting adjourned by M. Johnson/D. Ayres at 5:02pm. Motion approved 9-0

D. Ayres will be absent at February meeting