



## MINUTES

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Travel Paso Board of Directors

Travel Paso Board of Directors  
Meeting Minutes  
Tuesday, February 20, 2018 at 3:00pm  
Courtyard by Marriott; 120 South Vine Street, Paso Robles

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### **1. CALL TO ORDER            3:04 pm**

**Present:** Bill Roof, John Arnold, Margaret Johnson - Treasurer, Alex Villicana - Secretary, Kathy Bonelli, Steve Martin  
Britany Tonkin arrived at 3:45pm

**Absent:** Doug Ayres, Victor Popp, Mike Bradley

**Guests:** Big Red Marketing: Amanda Diefenderfer, Jessica Bohon  
Stacie Jacob, Solterra Strategies

**Staff:** Danna Stroud

### **2. PUBLIC COMMENT (On Non-Agenda Items)**

No public comment.

### **3. Travel Paso Digital Marketing Audit – Brad Rubin**

- The Digital Marketing Audit was presented to the Board of Directors and included a review of a variety of key elements including: Google Analytics implementation, Website design, SEO, Content Marketing, SEM, Social Marketing, Email marketing.
- Weakest part of the website is SEO - Travel Paso ranks #26 in a basic search. Several action items to consider:
  - A comprehensive site map was never submitted to Google
  - 404 "Page Not Found" errors need to be managed
  - Create a link building program
  - Duplicate content is a challenge - go back to current pages to update - do not create new pages. Streamline Content for Google to properly reach
  - Social Media use to community build, content sharing and optimize SEO
- Social Marketing -
  - Facebook/Instagram - two distinct audiences - target strategy based on persona

Conclusions were presented with recommended next steps. Board Q&A.



## Steps to Take:

- Strategic Plan and Persona Understanding
- Quick hits to change on the website
  - SEO
  - Page Titles
  - Yoast can help automatically do this
- Define short term and long-term goals based on the Digital Marketing Audit

## ANNOUNCEMENTS

- Visit SLO CAL - Poppy Award Winner
- Firestone Walker Brewery - USA Today nominees - opportunity to vote
- SF Chronicle Special Travel Section dedicated to Paso Robles

## 4. Visit California Outlook Forum Report

- International inbound visitation declined 5% in 2017
- Brand USA Budget cut in President's Budget 2018-19
- Infrastructure Bill
- Cal Travel will focus on advocacy in Sacramento
- Conducting research on ROI of TIDs (100+ in CA)
- Tracking TBID legislation being challenged in CA
- Time-Out for Family Initiative
  - Roundtable topics:
    - Airbnb Tax Collection
    - Off-Shore Drilling
    - Homelessness
    - Cannabis Tourism - money laundering; information role tourism plays in this space
    - Over-tourism/Sustainability

Visitors are curious, demanding and impatient. Consumer journey from inspiration, etc. International market review - Canada & Mexico, India, Germany, Japan, South Korea, United Kingdom. Visit CA Marketing - \$104M Marketing Budget. Send the BOD Danna's notes from Visit CA.

## CONSENT AGENDA

- 5. **Review/Approve:** January 16 Minutes
- Review/Approve:** Big Red Marketing January Monthly Marketing Report
- Review/Approve:** Kraftwerk Media - January Report and Ad Words
- Review/Approve:** STR Report December
- Review/Approve:** January Financials

**ACTION:** Moved by Alex Villicana / Kathy Bonelli to approve minutes and financials as presented.  
Approved 7-0

## UPDATES & DISCUSSIONS

### 6. Community Partnerships 2018

- Main Street Association – Olive and Lavender Festivals sponsorship
  - \$5,000 spend: (\$2,500 each festival)

**ACTION:** Moved by Britany Tonkin / Margaret Johnson to approve Main Street Association Community Partnership sponsorship. Approved 7-0

- Eroica – reconsideration
  - Discussion, no funding

**ACTION:** Moved by John Arnold / Alex Villicana to give no funding to Eroica. Approved 7-0

### 7. Strategic Planning Process – Schedule Review

- Collaboration with the Chamber regarding the SWOT Analysis
- March 22 - first full afternoon of SWOT Analysis - Bill is out
  - Noon – 5pm
- April 12 - 13 - Alex is out
  - April 12 - afternoon - 1-5pm
  - April 13 - 8am - noon - morning
- May 2-3
  - May 2 - Afternoon - 1-5pm
  - May 3 - Morning

**Action:** Send a Doodle Poll out to the Board to determine who is available.

### 8. Executive Director Report

- Travel Paso marketing team - Kraftwerk, BRM, Solterra
- \$15K to leverage co-op dollars with Visit SLO Cal on Digital
- SEO - who is managing
- Staff to pursue a timeline, RFP, SEO expert, etc.
- Brown Act Training Feb 21 - Visit SLO CAL - Embassy Suites Reminder
- City of Paso Robles Goals Setting Session Feb 17 - Kathy, Danna attended and reported out
- Recent introductory meetings with elected officials - Jordan Cunningham's Office and Greg Haas, Congressman Carbajal's office - DELETE NOTE RE: TOURISM SUMMIT
- By Laws Question - Brittany going out on May 5 for maternity leave - March is her last meeting-can she send someone in her place? By-laws don't account for this - BOD will remain aware of quorum requirements
- Marketing Committee - 2 open seats - announce

**NEW BUSINESS:** No new business

**ADJOURNMENT:** Meeting adjourned at 5:29pm