

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, January 16, 2024 – 3:00 pm

Meeting Location: Best Western Plus Black Oak, Acorn Room 1135 24th St, Paso Robles, CA 93446.

Members of the public had the option to participate virtually or in-person.

CALL TO ORDER & ROLL CALL

1. The meeting was called to order at 3:05pm by Chairman Alex Villicana with a roll call.

Present: Jill Alexander, John Arnold, John Lozano, Angela McKeen, Victor Popp, Alex Villicana, Kaitlin Walton

Absent: Ian Pullan, Rich Verruni

Staff: Stacie Jacob, Lacie Johns

Guests: Councilmember Bausch, Councilmember Gregory, and Ty Lewis (City of Paso Robles), Christina Latner (SLO Chamber of Commerce)

PUBLIC COMMENT

2. No public comment.

ANNOUNCEMENTS

- No announcements.

CONSENT AGENDA

3. Meeting Minutes from Executive Committee Meetings on December 13, 2023 and January 10, 2024
4. Meeting Minutes from Board of Directors Meeting on November 14, 2023
5. Travel Paso November and December Marketing Reports
6. Travel Paso November and December Media Reports
7. October and November Business Intelligence Reports
8. October and November STR Reports
9. October TOT by Segment Reports (Visit SLO CAL)
10. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
11. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
12. November Winery Business Intelligence Report

MOTION: Approve the Consent Agenda, as presented. It was moved by Angela McKee, seconded by Kaitlin Walton, and passed 7-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

Presentations

13. SLO County Family-Friendly Workplaces Assessment and Award Program: Christina Latner, SLO Chamber of Commerce, presented the basic outline of the program.
 - A family-friendly workplace is one whose practices make it possible for employees to balance family and work more easily.
 - Purpose: Help businesses attract and sustain strong, inclusive local workforce through implementation of family-friendly workplace policies and provide resources and support to businesses throughout SLO County free of charge.
 - Access the family-friendly practices toolkit/dashboard and take the Assessment Survey at: <https://www.slofamilyfriendlywork.org/>. More than 200 businesses have participated to date.
 - There is also an annual awards program for participating businesses.

General Business

14. Month End Financial Reports

- a. November 30, 2023 (Cash Basis): Income totaled \$184,857 and expenses totaled \$114,275. As of November 30, 2023, Travel Paso has a total equity position of \$1,690,484.20.
- b. December 31, 2023 (Cash Basis): Income totaled \$185,782 and expenses totaled \$93,264. As of December 31, 2023, Travel Paso has a total equity position of \$1,787,899.07. \$27,799.27 has been accrued in interest from Travel Paso investment accounts. Income is trending behind the projected totals. The Executive Committee continues to closely monitor the budget. In January, \$60,000 was moved from the general checking account to the ICS account.
- c. Accrual-based financial will be reviewed at the March Board meeting.

MOTION: Approve the November and December 2023 month end financial reports, as presented. It was moved by John Arnold, seconded by Victor Popp, and passed 7-0 with a roll call vote.

15. Audit for FY 2022-23: The audit for FY 2022-23 is not yet completed and will be placed on the Board agenda for March.
16. Annual Report for FY 2022-23: The Paso Robles Tourism Improvement District 2022-23 Annual Report was submitted to the City of Paso Robles. Stacie Jacob will present the report at the February 6, 2024 City Council meeting. The report is also posted on Travel Paso's website and has been circulated to tourism partners in the Industry Newsletter.

Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem

17. 2024 Hospitality and Tourism Awards Program: Information about the awards program and the nomination form is posted on Travel Paso's website and has been advertised in the Industry Newsletter. Nominations are open January 15, 2024 – March 31, 2024.
 - a. Distinguished Leader Award: Travel Paso's Board of Directors will select the recipient(s) for this award. Nominations should be sent to Stacie Jacob. The Board may choose to select multiple recipients and not all recipients are required to be lodging partners. The Executive Committee will also review and discuss the nominees and make a few recommendations for consideration by the Board at the March meeting.
 - b. Panel of Judges: A list of recommended judges will be presented to the Board in March for consideration.
18. Tourism Round-Up: The date is set for May 23, 2024 and is aligned with national travel and tourism week. The next step is to secure a venue for the event. Travel Paso will issue an RFP for venues for approximately 100-150 attendees. An executive from Visit CA will be the keynote speaker. Travel Paso requested Lynn Carpenter, VP of Marketing for Visit CA. The budget for the event is being developed and will be presented to the Board in March.

Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives

19. Stadium Contracts Executed: 2024 sponsorships for both the San Jose Earthquakes and San Jose Sharks are included in the approved budget for FY 23-24 and have been executed.
 - a. San Jose Earthquakes – September 1, 2024 Renewal Deadline for Year 2
 - b. San Jose Sharks – May 1, 2024 Renewal Deadline for Year 2
20. Savor Paso Campaign: The campaign is currently being implemented and runs January – June 2024.
 - a. Part of the campaign includes a sponsorship of the San Jose Sharks. Travel Paso has a block of 12 tickets for the game on January 20, 2024. 4 tickets are still available.
 - b. Savor Paso in San Jose (PayPal Park) – The date is set for June 13, 2024. This event is a collaboration with the PRWCA. Travel Paso and PRWCA continue to have coordination meetings to develop the budget, event logistics, promotions, etc.

21. Fall Travel Trade Shows

- a. CAL SAE – December 12-13: The CAL SAE Seasonal Spectacular is a conference for meeting planners. Travel Paso collaborated and attended with Visit SLO CAL and had a trade show booth for introductions. In addition, ten (10) one-on-one meetings were held with planners. Hotel Partner attendees included Allegretto Vineyard Resort and Embassy Suites San Luis Obispo.

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

22. Collaborations with the PRWCA

- a. Credit Balance: Travel Paso had an initial credit balance of \$17,839 with the PRWCA as a result of the Savor Paso event held in June 2023. As discussed, Travel Paso has been drawing down on that balance with recent collaborations on the Denver Road Show (\$10,410.34) and the San Diego Wine and Food Festival (\$863.76). A video shoot is currently in progress (estimated to be \$2,000). The credit balance to be applied to collaborations in 2024 is now roughly \$4,500.
- b. Annual Membership Dues + Podcast Sponsorship: Annual membership dues are \$12,000 and the podcast sponsorship is \$10,000. \$25,000 was budgeted by Travel Paso. The Executive Committee was in favor of supporting the PRWCA in the amount of \$22,000.
- c. Annual Dinner: The PRWCA Annual Dinner is on Thursday, February 8th at 6pm at RAVA. Alex and Monica Villicana are being honored. Travel Paso has reserved two tables of (8) – seven seats are still available.

23. City of Paso Robles:

- a. General Updates:
 - Downtown Parking - \$1 per hour fee adopted by City Council. An implementation date has not been set. The City is currently working on signage and other logistics.
 - The City is conducting a lighting study for the downtown corridor, not just the park.
 - Planning has begun for the July 4th Celebration
- b. Re-Cap of Holidays in the Park and New Year's Eve Concert: Travel Paso commended the City for hosting a great New Year's Eve event. The park was packed with attendees that seemed to be a good mix of locals and visitors. Travel Paso staff has heard positive comments on the park lighting and Tree Lighting Ceremony. Content was captured from both events to be for promotional use.

24. Community Updates

- a. Visit SLO CAL – The next board of directors meeting is January 25, 2024. Information on Visit SLO CAL's 2023 year-end review and strategic plan for 2024 is available to the public.

New Business

25. Paso Robles Signage and Tourism Communications:

- a. Proposal: The Board reviewed and discussed the proposal from Legacy Sign to install digital billboards at Highway 101 @ Madrone Road and Highway 101 @ 2955 Union Rd. Currently, the City owns the land, Lamar owns the billboards, and Travel Paso has a lease agreement that expires in November 2024. Travel Paso pays approximately \$25,000 per year total, including prints and installation, and changes the signage 6-8 times per year. Legacy Sign proposes to handle all operations and maintenance responsibilities of the sign with zero cost to the City or Travel Paso. Travel Paso could manage advertising space, saving \$25,000 per year, and, in the future, sell available space to tourism related businesses. During emergency crises, the sign is available to the City, Fire and Law Enforcement for nearly instantaneous emergency communications.
- b. Requirements: An electronic billboard would require an amendment to the City's sign ordinance and potentially a change to the municipal code. Both would be subject to a public hearing process.

- c. Next Steps: Travel Paso would like to provide the City with all of the information necessary to evaluate the proposal. Travel Paso will request the following supplemental information from Legacy Sign: References for similar projects, a sample outdoor advertising lease agreement and term sheet, research on the City's current sign ordinance and sample language for proposed revisions.

FUTURE AGENDA ITEMS

- Website Strategy and User Experience – Brad Rubin, Vingage Consulting, will provide a brief presentation at the March Board meeting.

ADJOURN

The meeting was adjourned at 5:25 pm.

NEXT MEETING IS SCHEDULED FOR MARCH 19, 2024, at 3pm