

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, January 17, 2023 – 3:00 pm

Hybrid Meeting

In-Person Location: Executive Board Room, West Wing of the Grand Ballroom at the Paso Robles Inn, 1103 Spring Street, Paso Robles, CA 93446. An option for virtual participation was made available via Zoom.

CALL TO ORDER & ROLL CALL

1. The meeting was called to order at 3:00pm by Chairman Alex Villicana with a roll call.

Present: Jill Alexander, John Arnold, Margaret Johnson, Angela McKee, Victor Popp, Rich Verruni, Alex Villicana, Kaitlin Walton

Absent: Chance Jorgensen

Staff: Stacie Jacob, Lacie Johns, Mike Dawson, Jamie Smith (Foreword Brand)

Public: Mayor Steve Martin (City of Paso Robles), Paul Sloan (City of Paso Robles), Kristen Buhring (Visit SLO CAL), Matthew Landkamer (Where About), Luke Newlon (ACI Jet)

AB 361

2. Consider Resolution 23-002 invoking teleconference meetings under AB361.

MOTION: Approve Resolution 23-002 as presented. It was moved by Margaret Johnson, seconded by Rich Verruni, and passed 8-0 with a roll call vote.

PUBLIC COMMENT

3. Luke Newlon, General Manager of ACI Jet Paso Robles, commented that since the beginning of January, the British Royal Air Force (RAF) has been operating out of Paso Robles, conducting training with their new military aircraft, the Airbus A400M Atlas (A400). This is the RAF's first time basing its operations at the Paso Robles Municipal Airport. The airmen come to the Central Coast for training two to three times a year for about six weeks on each visit contributing significantly to the local economy.

ANNOUNCEMENTS

- Margaret Johnson is retiring from Martin Resorts effective January 31, 2023. She will remain a representative for Martin Resorts in a consultant role for the next few months as the acquisition of Martin Resorts Collection by KSL Capital Partners is finalized. She will remain as a member of the Travel Paso Board of Directors.

CONSENT AGENDA

4. Meeting Minutes from Executive Committee Meeting on January 11, 2023
5. Meeting Minutes from Board of Directors Meeting on November 15, 2022
6. Travel Paso November and December Marketing Reports
7. Travel Paso November and December Media Reports
8. September and October Business Intelligence Report
9. October and November STR Reports
10. October and November COVID-19 Recovery Tracker
11. September and October TOT by Segment Reports (Visit SLO CAL)
12. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
13. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)

MOTION: Approve the Consent Agenda as presented. It was moved by Margaret Johnson, seconded by John Arnold, and passed 8-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

Imperative #4: Build and Leverage Relationships with our Partners

14. City of Paso Robles Updates:

- a. Mayor Steve Martin reported that the following items will be discussed and considered at the January 17, 2023, City Council meeting:
- Quarterly Report from ECHO
 - Approval of \$3.5 Million in Measure J Funds for Street and Road Repair and Maintenance for Certain Streets
 - Election of Mayor Pro Tempore and Assignment of Councilmembers to Regional Bodies, Ad Hoc Committees, and as Liaisons to Advisory Bodies

15. Community Updates:

- a. Visit SLO CAL: Victor Popp reported that the next Visit SLO CAL Board meeting is January 18, 2023. Kristen Buhning reminded the group that Visit SLO CAL recently announced SLO CAL Welcome, an online customer service-learning program specifically designed for SLO CAL's travel and tourism industry workers. Travel Paso staff will complete the training. Ms. Buhning also announced that the 2023 SLO CAL Visitor's Magazine will be released and distributed this week.
- b. The PRWCA's Annual Dinner is February 2, 2023. Travel Paso will buy tickets or a table pending Board member RSVPs.
- c. The Paso Robles Chamber's Annual Dinner is February 11, 2023. Travel Paso will buy tickets or a table pending Board member RSVPs.

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

16. Mid-Week and Corporate Travel Strategy:

- a. Corporate Meeting Planner FAM Update – March 22-24, 2023
- Paso in a Box Webinar was held on January 12, 2023 at 11am: 75 Paso Boxes shipped to potential attendees on January 4, 2023 with 60 confirmed participants for the webinar; 31 planners actually attended the webinar.
 - A follow up invitation was sent to attendees on January 13, 2023 with a deadline of January 27, 2022 to RSVP for the FAM.
- b. The itinerary for the FAM is still being developed. The Destination Showcase is scheduled for March 23, 2023 at Cass Winery and will be open to all hospitality partners to attend.

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

17. Update on PRTID: Travel Paso's contract with the City of Paso Robles was approved by the City Council on December 20, 2022 and was signed by both parties on January 6, 2023.

18. TOT Increase: The City's TOT increase of 1% will become effective on February 1, 2023. Travel Paso included the notice in the December and January Industry Newsletters.

19. November and December 2022 Financials: Stacie Jacob reviewed the November and December 2022 financial reports. As of November 30, 2022, income for the month totaled \$180,311, expenses totaled \$139,481, and Travel Paso had a total equity position of \$ 1,687,992.97. As of December 31, 2022, income for the month totaled \$181,756, expenses totaled \$100,038, and Travel Paso had a total equity position of \$1,769,711.16. Actual revenue totals are trending about 3.5-4% behind Travel Paso's projected income targets. Expenses remain on target and within budget.

MOTION: Approve the November and December 2022 financial report as presented. It was moved by Angela McKee, seconded by Rich Verruni, and passed 8-0 with a roll call vote.

20. Investment Strategy: Travel Paso would like to diversify its financial holdings. Stacie Jacob will identify a financial consultant or team of consultants to assist the Board with developing investment goals, strategies and options. This item will be placed on a future agenda for further discussion.

21. Audit Report for FY 2021-22: Stacie Jacob reviewed the final audit report. The primary recommendation from the auditor is to move from a cash to accrual-based accounting method.

MOTION: Approve the Audit Report for FY 202-22, as presented. It was moved by John Arnold, seconded by Margaret Johnson, and passed 8-0 with a roll call vote.

22. 2023 Strategic Plan Update: Strategic Planning Facilitator Matthew Landkamer provided an overview of the process and outcomes and shared the final version of the strategic plan.

MOTION: Approve the 2023-2025 Travel Paso Strategic Plan, as presented. It was moved by Angela McKee, seconded by Margaret Johnson, and passed 8-0 with a roll call vote.

23. RFP Process + Timeline for Contracts: Stacie Jacob reviewed the draft RFPs for professional services for multi-year contracts (July 1, 2023 – June 30, 2026) for organizational management, brand marketing, public relations, and media procurement/digital strategy. The Board requested to add the following information: 1) Organizational Management RFP – Add Corporate Meeting Planner FAM, Destination Showcase, and Destination Marketing Accreditation Plan to the scope of work; 2) All RFPs – Request a primary Point of Contact for each team/organization submitting a response. The RFP will be advertised on Travel Paso’s website and in the Industry Newsletter, the City’s website and RFP procurement system, sent directly to local agencies and other partners like the PR Chamber, PRWCA, and Visit SLO CAL. The RFP responses will be reviewed at the March Board meeting with the goal of having contracts in place prior to June 2023.

MOTION: Approve all four Request for Proposals with the additional information noted. It was moved by Rich Verruni, seconded by Margaret Johnson, and passed 8-0 with a roll call vote.

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

24. Advertising/Media Plan January – June 2023: Stacie Jacob reviewed the [Advertising/Media Plan](#) for January through June 2023. The two primary tenets of the plan are building brand awareness and lead generation/engagement. The geographic range is San Jose to Los Angeles. The total advertising/media spend is roughly \$581,000. The dollar amount was already approved in Travel Paso’s budget for FY2022-23. The plan details the media mix (television, print, billboard, social media, streaming tv, YouTube, and partner), schedule, and next steps.
25. San Jose Earthquakes: The Board renewed the sponsorship for the 2023 season at the November 2022 meeting. Travel Paso is working collaboratively with the PRWCA for an on-site activation at the stadium on June 15, 2023.

ADJOURN

MOTION: Adjourn the meeting at 4:42 pm. It was moved by Margaret Johnson, seconded by Rich Verruni, and passed 8-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR MARCH 21, 2023, at 3pm