

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, January 21, 2025 – 3:00 pm

Meeting Location: Paso Robles Inn Ballroom, 1103 Spring Street, 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 3:02pm by Chair Alex Villicana with a roll call.

Present: Jill Alexander, John Arnold, Erica Fryburger, Hemant Patel, Victor Popp, Rich Verruni, Alex Villicana, Kaitlin Walton

Absent: Angela McKee

Staff: Stacie Jacob

Guests: Joel Peterson and Carol Yeaman-Sanchez (PRWCA), Councilmember Gregory (City of Paso Robles)

PUBLIC COMMENT

2. No public comment.

ANNOUNCEMENTS

- None.

CONSENT AGENDA

3. Meeting Minutes from Board of Directors Meeting on November 19, 2024
4. Meeting Minutes from Executive Committee Meeting on January 15, 2025
5. Travel Paso November and December Marketing Reports
6. Travel Paso November and December Media Reports
7. October and November Community Performance Reports (Visit SLO CAL)
8. October, November, and December STR Reports
9. TOT Summary and TOT by Lodging Category Report (City of Paso Robles)
10. November Wine Sales Report (Visit SLO CAL)

MOTION: Approve the Consent Agenda, as presented. It was moved by John Arnold, seconded by Victor Popp, and passed 7-0 with a roll call vote. Rich Verruni arrived late and did not vote on this item.

NEW BUSINESS, UPDATES & DISCUSSIONS

Presentations

11. 2025 PRWCA Partnership & Funding Request: Joel Peterson and Carol Yeaman-Sanchez, PRWCA, presented a review of 2024, a look ahead at PRWCA's plans for 2025, and partnership proposals for Travel Paso for 2025.

	2024 Paid	2025 – Proposal #1	2025 – Proposal #2
Magnum Membership	\$12,000	\$12,000	\$12,000
WWTY Podcast Sponsorship	\$10,000 25 episodes	\$14,000 40 episodes	\$14,000 40 episodes
Wine Fest Zapier Integration (New)	-	\$4,000	\$4,000
Quarterly Podcast Takeover (New)	-	-	\$5,000
Travel Paso Credit (from 2024)		(\$1,858)	(\$1,858)
TOTAL	\$22,000	\$28,142	\$33,142

General Business

12. Month End Financial Reports:

- a. November 2024 - Income totaled \$140,222 and expenses totaled \$167,409. As of November 30, 2024, Travel Paso has a total equity position of \$1,405,685.51.
- b. December 2024 - Income totaled \$149,159 and expenses totaled \$62,718. As of December 31, 2024, Travel Paso has a total equity position of \$1,497,784.77. The checking and ICS accounts were re-balanced in December to remain under the \$250,000 FDIC limit for the checking account.

MOTION: Approve the November 2024 and December 2024 month end financial reports, as presented. It was moved by Jill Alexander, seconded by Erica Fryburger, and passed 8-0 with a roll call vote.

13. FY 23-24 Audit: Stacie Jacob reviewed the draft audit for FY 23-24 by Glenn Burdette.

MOTION: Approve the audit for FY 23-24, as presented. It was moved by Kaitlin Walton, seconded by Rich Verruni, and passed 8-0 with a roll call vote.

14. FY 23-24 Annual Report: Stacie Jacob reviewed the draft Annual Report for FY 23-24. The annual report will be presented at the February 18, 2025 City Council meeting.

MOTION: Approve the Annual Report for FY 23-24, as presented, and submit it to the City of Paso Robles. It was moved by John Arnold, seconded by Victor Popp, and passed 8-0 with a roll call vote.

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

15. Tourism Economics Studies: The Lodging Forecast is complete, and the Economic Impact Study is anticipated to be complete in February 2025. The total cost to Travel Paso was \$8,100. An initial follow-up meeting is scheduled with Tourism Economics on January 21, 2025. The Executive Committee requested clarification on the data sources for the study (report only cites STR hotel data), assumptions on discretionary spending by income level (report based on segments of the market that haven't recovered), and forecast for Paso Robles area (projects growth in inventory, but occupancy and ADR declining for next two years).

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

16. Social Media and Content Creation Plan: Stacie Jacob reviewed the new Marketing Partner Coop Program in partnership with Forword Brand Marketing (production company). Packages include high-definition video and high-resolution imagery shot by a professional/experienced film crew and suitable for commercials on television, social media, and beyond at reduced pricing. Travel Paso pays \$500, partners pay \$500 (per shoot) and both parties receive full unlimited licensing. Scheduling may take 4-12 weeks and will be aligned with Travel Paso's content calendar as well as partner needs. This program, included in Travel Paso's approved budget for FY 24-25, is an important component of Travel Paso's media strategy that is focused on partner engagement and integration. The program will be advertised in Travel Paso's Industry Newsletter.
17. 2025 Savor Paso Event: The date is set for Friday, June 27, 2025 at the SAP Center in San Jose. Travel Paso is awaiting the contract. The event will be held in collaboration with PRWCA.
18. 2025 Savor Paso Media Campaign - Revised Budget for Media Spends with Sojern: As part of the Savor Paso Media Campaign budget, Travel Paso offered partners an exclusive opportunity to participate in a co-op digital marketing program with Sojern to further assist in attracting visitors. Travel Paso partners received a 3:1 value on their investment with a match investment from Travel Paso and a match in media value from Sojern. The deadline to participate was December 12, 2024. The program was well received by partners and exceeded the approved budget by \$49,163. The Executive Committee felt strongly that providing opportunities for partner integration and assisting with marketing collateral is integral to Travel Paso's mission and central to the campaign strategy. The Executive Committee approved funding the overage by drawing down on reserves rather than reducing spending in other areas of the Savor campaign. The Board agreed with the Executive Committee's decision.

19. 2025 Tourism & Hospitality Awards:
 - a. The Call for Nominations was announced on January 8, 2025 and will close on March 7, 2025.
 - b. The panel of judges is being finalized. 5 judges are confirmed to date.
 - c. The Board selects the Distinguished Leader Award in March 2025. Board members are encouraged to submit candidates via the [Nomination Form](#). The other awards will be determined by the judges' panel after reviewing nominations forms.
20. 2025 Tourism Round Up:
 - a. Date/Time/Venue: May 8, 2025, 11:30am-5:30pm, at the Paso Robles Inn.
 - b. Keynote Speaker: Dr. Chris Thornberg, Beacon Economics, will be the keynote speaker.
 - c. Travel Paso has issued an RFQ for an Event Planner to assist with the event.
 - d. The budget is currently being developed so that ticket prices can be set and advertised.
21. Giving Back Scholarship Program: The [Travel Paso Scholarship Fund](#) is managed through The Community Foundation San Luis Obispo County. The application period opened in November 2024. The deadline to apply is February 13, 2025. To date, 10 applications have been received. In addition to promotion efforts of the SLO Community Foundation, the scholarship opportunity will continue to be advertised in Travel Paso's Industry Newsletter. A flyer has been created for the Board to circulate to their contacts and employees.

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

22. 2025 Partnership Agreement with PRWCA: Refer to #11 for description.

MOTION: Approve the 2025 PRWCA sponsorship in the amount of \$28,142 and authorize Stacie Jacob to negotiate benefits. It was moved by John Arnold, seconded by Hemant Patel, and passed 8-0 with a roll call vote.
23. 2025 Sponsorship Agreement with CA Mid-State Fair: Travel Paso has \$20,000 allocated in the approved budget to sponsor the 2025 Mid-State Fair. The sponsorship details provided to Travel Paso do not align with previous discussions of benefits such as inclusion in eblasts announcing the concert line up and ticket sales. Travel Paso to inquire about Zapier integration.

MOTION: Approve sponsorship of the 2025 CA Mid-State Fair in the amount of \$20,000 and authorize Stacie Jacob to negotiate additional marketing and public relations benefits. It was moved by Kaitlin Walton, seconded by Jill Alexander, and passed 8-0 with a roll call vote.
24. City of Paso Robles General Updates:
 - Following a recruitment campaign, the Police Department is almost fully staffed
 - An additional \$4 million was allocated to road repairs
 - The architectural design of the new Fire Training Facility is underway
25. Community Updates:
 - Wine 01 Campaign – Collaboration between Visit SLO CAL, PRWCA, and Travel Paso to educate the public on the basics about wine, the local industry, and promote exploration and tourism. <https://www.slocal.com/wine-o-one/>

FUTURE AGENDA ITEMS

ADJOURN

The meeting was adjourned at 4:58 pm.

NEXT MEETING IS SCHEDULED FOR MARCH 18, 2025 at 3pm