

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, May 16, 2023 – 3:00 pm

Meeting Location: Allegretto Vineyard Resort, 2700 Buena Vista Drive, 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 3:00pm by Chairman Alex Villicana with a roll call.

Present: Jill Alexander, John Arnold, Ian Pullan, Angela McKee, Victor Popp, Rich Verruni, Alex Villicana

Absent: Chance Jorgensen, Kaitlin Walton

Staff: Stacie Jacob, Lacie Johns, Mike Dawson, Stephanie Bertoux, Jamie Smith, Brad Rubin

Public: Paul Sloan (City of Paso Robles), Kristen Buhring (Visit SLO CAL),

PUBLIC COMMENT

2. No public comment.

ANNOUNCEMENTS

- July 4th Celebration: John Arnold reported that the planning of the celebration is going well and the sponsor campaign is in full swing. Currently, two bands are set to play, 7 food trucks will be on site, the Elks will run the concession stand and promotion of the event continues.

CONSENT AGENDA

3. Meeting Minutes from Board of Directors Meeting on April 18, 2023
4. Travel Paso April Marketing Report
5. Travel Paso April Media Report
6. March Business Intelligence Report
7. April STR Report
8. March COVID-19 Recovery Tracker
9. February 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. March Wine Business Intelligence Report

The April 2023 STR report (Item #7) was not available at the time of the meeting and was removed from the Consent Agenda. **MOTION:** With the exception of Item #7, approve the Consent Agenda as presented. It was moved by Angela McKee, seconded by John Arnold, and passed 7-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

Imperative #4: Build and Leverage Relationships with our Partners

13. City of Paso Robles Updates:
 - a. General Updates from the City: Paul Sloan gave the following report.
 - The City's 5-Year Economic Development Plan will be presented to City Council in August. Stakeholder partners will have the opportunity to review the draft.
 - The N. County Broadband Strategic Plan was unanimously approved by the City Council on May 2. It was also approved by the City of Atascadero's City Council.
 - REACH is spearheading the development of a comprehensive economic development strategy (CEDS) for San Luis Obispo and Santa Barbara Counties. The City is a stakeholder and continues to actively participate.
 - The City will have a booth at the Savor Paso event in San Jose on June 15.

14. Community Updates:

- a. Visit SLO CAL: The last Visit SLO CAL Board meeting was held on March 29, 2023. Visit SLO CAL has drafted their Business and Marketing Plan for FY 2023-24. Once approved, Travel Paso will review for opportunities to partner and collaborate. The SLO CAL Welcome, an online customer service-learning program specifically designed for SLO CAL’s travel and tourism industry workers, has a goal of 300 participants, and now has an incentive program to help meet that goal.

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

15. Savor Paso Robles: Savor Paso is a walk-around tasting event to be held at PayPal Park in San Jose on Thursday, June 15, 2023, 5:30-8pm. Together, PRWCA and Travel Paso will bring an elevated destination showcase to our Paso Wine fans in San Jose. The event budget is currently being developed. The goal is 500 attendees. Wineries, breweries, distilleries, accommodations, attractions, travel partners, and anyone who creates Paso-based products and/or experiences are welcome to participate. 47 vendors have registered to date. The cost to register as a vendor is \$450 and continues be promoted in Travel Paso’s Industry newsletters. Consumer tickets are now available for \$75 each. The PRWCA is handling vendor registration and ticket sales.

16. Savor Real California Campaign: Jamie Smith, Foreword Brand Marketing, and Brad Rubin, Vingage Consulting, provided the following update. The Savor Real California Campaign was launched on January 23, 2023 and is still underway. The campaign includes television, print, billboard, social media, streaming tv, YouTube, and partner advertising. The two primary goals are to increase general brand awareness and increase landing page traffic, lead generation, and engagement. Once email addresses are entered via Travel Paso’s website or via the QR code, the visitor receives a complimentary digital copy of The Insider’s Guide to Paso Robles map. To date, the metrics are as follows.
 - 124 million impressions
 - 270,000 new users to Travel Paso website (40% of 693,000 total users fiscal year to date)
 - Average website session duration is 1 minute and 8 seconds
 - 1,813 email addresses collected
 - 846 map downloads

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

17. April 2023 Financials: Stacie Jacob reviewed the April 2023 financials. Income totaled \$105,875 and expenses totaled \$233,009. As of April 30, 2023, Travel Paso has a total equity position of \$1,414,259.10. Expenses remain on target and within budget. The Insured Cash Sweep Accounts are set up at both Pacific Premier Bank and American Riviera Bank and are reflected on the balance sheet. Accounts are in the process of being opened at One Wealth Management.

MOTION: Approve the April 2023 financial report as presented. It was moved by John Arnold, seconded by Rich Verruni, and passed 7-0 with a roll call vote.

18. Strategic Plan Priorities: Stacie Jacob provided an overview of the draft Marketing and Organizational Plan for FY 2023-24 as it relates to each expense category in the proposed FY 2023-24 budget. The final plan will detail the specific objectives, strategies, timelines, and anticipated results and will be presented for approval at the June Board meeting.

19. Budget for FY 2023-24: Stacie Jacob reviewed the proposed budget for fiscal year 2023-24. Income is projected to be \$1,920,000 which is a 4% increase over FY 2022-23. Expenses are projected to be \$2,160,850 which includes drawing down reserves by \$240,850 to reinvest in programs with the following breakdown.
 - Organizational Management: \$299,900
 - Community Support & Memberships: \$181,900
 - Trade and Sales Outreach: \$160,150
 - Research: \$40,000
 - Digital Marketing: \$842,600
 - Advertising & Media Buys: \$228,000

- Communications: \$156,300
- Brand Identity: \$252,000

MOTION: Approve the budget for fiscal year 2023-24, as presented. It was moved by Rich Verruni, seconded by John Arnold, and passed 7-0 with a roll call vote.

20. Board Elections and Marketing Committee Recruitment: Per the Bylaws, Travel Paso has a Board comprised of (9) members representing the following categories - (6) Lodging, (2) At-Large, and (1) Vacation Rental. Travel Paso has (5) directors with terms expiring on June 30, 2023. The Nominating Committee recommended the following candidates:

- Jill Alexander, Paso Market Walk (incumbent) – Short Term Rental
- John Arnold, Holiday Inn Express (incumbent) – Lodging
- Rich Verruni, Allegretto Vineyard Resort (incumbent) – Lodging
- Kaitlin Walton, Sun Communities (incumbent) – Travel + Tourism At-Large
- John Lozano, Peachtree Hotel Group (new applicant) – Lodging

MOTION: Elect Jill Alexander, John Arnold, Rich Verruni, Kaitlin Walton, and John Lozano to the Travel Paso Board of Directors for a two-year term ending June 30, 2025. It was moved by Victor Popp, seconded by Angela McKee, and passed 7-0 with a roll call vote.

ADJOURN

MOTION: Adjourn the meeting at 4:41 pm. It was moved by Angela McKee, seconded by John Arnold, and passed 7-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR JUNE 20, 2023, at 3pm
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