

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, May 21, 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 3:06pm by Chairman Alex Villicana with a roll call.

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

Absent: None

Staff: Stacie Jacob, Lacie Johns

Guests: Councilmember Gregory (City of Paso Robles), Paul Sloan (City of Paso Robles)

PUBLIC COMMENT

2. No public comment.

ANNOUNCEMENTS

- No announcements.

CONSENT AGENDA

3. Meeting Minutes from Board of Directors Meeting on April 16, 2024
4. Travel Paso April Marketing Report
5. Travel Paso April Media Reports
6. March Community Performance Report (Visit SLO CAL)
7. March and April STR Reports
8. February TOT by Segment Reports (Visit SLO CAL)

MOTION: Approve the Consent Agenda, as presented. It was moved by John Arnold, seconded by Rich Verruni, and passed 9-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

General Business

9. Board Elections and Marketing Committee Recruitment:
 - a. Board Elections: There are four board members – Alex Villicana, Victor Popp, Angela McKee, and Ian Pullan – with terms expiring on June 30, 2024. Existing board members are permitted to run for re-election. The Nominating Committee has extended the due date for ballots to May 24, 2024. Each open position is for a two-year term (July 1, 2024 through June 30, 2026). Travel Paso's bylaws dictate the representation categories. Of the four open board seats, three represent lodging partners and one represents the community-at-large. The open positions will have been advertised, and ballots were included in the past two Travel Paso's Industry Newsletter. Board elections and appointments to the Executive Committee will both occur at the June board meeting.
 - b. Marketing Committee: Travel Paso recruits and appoints a Marketing Committee each fiscal year for a one-year term. Applications were due May 15, 2024. The Nominating Committee recommends the following slate of 17 members for the Marketing Committee for FY 24-25 with terms July 1, 2024 – June 30, 2025.

Incumbents:

1. Chanda Brown, Chief of Marketing & Business Development - Cass Winery
2. Laura Callahan, Marketing Manager - Nomada Hotel Group
3. Rich Clayton, Owner/ CEO - California Coast Beer Co
4. Ian Consoli, Marketing Director - Tablas Creek Vineyard
5. Katie Hayward, Owner - Uncorked Wine Tours
6. Morgen Hoffman, Owner - Morgen Hoffman Events
7. Ryan Hopple, Executive Director - Sensorio
8. Lindsay Hynes, Brand and Content Manager - Martin Resorts
9. Katie Luper, Marketing Manager – Vina Robles
10. Savannah Martineau, Marketing Coordinator - Paso Robles Event Center/Mid State Fair
11. Kristin Muhly, VP Sales & Marketing - Ancient Peaks Winery
12. Krista Smith, Consumer Marketing Manager – PRWCA
13. Jill Tweedie, CEO/Founder/Owner - Breakaway Tours Wine and Events

New Members:

14. Sunny Andersen - Parker Sanpei Marketing & Media
15. Nicole Calabretta, Sales Manager - Allegretto Resort
16. Molly Kastendieck / Shelbi Wilson - Destination Paso
17. Hailey Wofford, Wedding & Events Sales Manager - Allegretto Resort

MOTION: Approve the slate for the Marketing Committee for FY 24-25, as presented. It was moved by Victor Popp, seconded by Rich Jill Alexander, and passed 9-0 with a roll call vote.

10. April 2024 Month End Financial Report: Income totaled \$80,112 and expenses totaled \$276,635. As of April 30, 2024, Travel Paso has a total equity position of \$1,319,528.97. \$ 41,941.58 has been accrued in interest from Travel Paso investment accounts. Stacie Jacob reviewed the recent invoices associated with digital marketing, advertising and media buys, communications, and brand identity categories to ensure invoices were being correctly coded. The Executive Committee continues to closely monitor the budget and does not recommend scaling back the Savor Campaign.

MOTION: Approve the April 2024 month end financial report, as presented. It was moved by Kaitlin Walton, seconded by Jill Alexander, and passed 9-0 with a roll call vote.

11. Budget for FY 24-25:

- a. Revenue Goal: The Board discussed budgeting “flat” and setting the revenue goal for FY 24-25 at \$2,120,000, the same as the goal for FY 23-24. It is not anticipated that Travel Paso will receive any additional revenue from TBID assessments in FY 24-25. A revenue goal of \$2.1 million will require Travel Paso to utilize approximately \$250,000 from the reserve account to reinvest in programs including a robust marketing campaign for FY 24-25.
- b. Program Priorities and Expense Budget: Stacie Jacob reviewed the first draft of the expense budget for fiscal year 2024-25. Expenses are projected to be \$2,143,625 with the following breakdown by category. The specific priorities within each budget category will continue to be fine-tuned over the next month and will be discussed and approved at the June board meeting.
 - Organizational Management: \$304,275
 - Community Support & Memberships: \$171,800
 - Trade and Sales Outreach: \$129,750
 - Research: \$54,250
 - Digital Marketing: \$809,200
 - Advertising & Media Buys \$230,000
 - Communications: \$158,550
 - Brand Identity: \$285,800

MOTION: Approve the FY 2024-25, as presented, and continue to fine-tune program priorities and expenses for discussion in June. It was moved by Victor Popp, seconded by Angela McKee, and passed 9-0 with a roll call vote.

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

12. 2024 Tourism Round-Up and Hospitality & Tourism Awards Program: The date is set for May 23, 2024 and is aligned with national travel and tourism week.
- a. Venue: Oyster Ridge Barn
 - b. Draft Program Agenda: Adam Montiel will be the MC
 - 11:30am – Reception on the Patio
 - 12pm – Lunch Buffet
 - 1:00pm – 1:45pm Travel Paso Presentation
 - 1:45pm – 2:15pm Keynote by Lynn Carpenter
 - 2:15pm – 2:30pm Break
 - 2:30pm – 3:30pm Panel Discussion Moderated by Cathy Cartier, Visit SLO CAL. Panelists include Joel Peterson, Jamie Smith, and Paul Sloan.
 - 3:30pm – Awards
 - Reception
 - c. Capacity: It is anticipated that 125 guests will attend. Tickets and tables are available for purchase.

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

13. IPW Updates: The Travel Paso team went to IPW in Los Angeles and had 20 media and 40 trade appointments. The team gathered many strong leads from groups looking to visit Paso Robles in the immediate future. Visit SLO CAL's California Plaza activation was a huge success and a great collaboration for Travel Paso.
14. Update on the Savor Campaign: The campaign runs through the end of June 2024. The Board will receive a full campaign report at the July Board meeting.

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

15. Savor Paso in San Jose (PayPal Park) – June 13, 2024: This is a collaboration with the PRWCA. Vendor registration is open with “early bird” discounts to incentivize participation. The goal is to have 50 vendors, 55 have registered to date. Travel Paso is encouraging lodging partners to register. Tickets are on sale now and available to the public. The goal is to sell 1,000 tickets. 700 were sold for the 2023 event. Travel Paso is also hosting a meeting planner reception prior to the event with contacts made during the last FAM. Reception attendees are invited to the Savor Paso event.
16. City of Paso Robles General Updates
- a. Work on Measure E-12 continues
 - b. The City has repealed the parking ordinance
 - c. The City is developing the budget for FY 24-25
 - d. Amtrak is looking to include packages/incentives for travel to Paso Robles
 - e. The airport needs to update the master plan and will initiate the process
 - f. The proclamation for National Travel & Tourism Week and California Tourism Month will be issued by the City at the May 21, 2024 Council meeting.
17. Community Updates
- a. Visit SLO CAL: Visit SLO CAL has begun an executive search process to hire a permanent President and CEO. Travel Paso sent the letter of support to Visit SLO CAL's Selection Committee for Cathy Cartier to become the President and CEO of Visit SLO CAL.
 - b. Travel Paso nominated Victor Popp to be Travel Paso's representative on Visit SLO CAL's Board of Directors. Mr. Popp's nomination was approved by City Council on April 16, 2024.

FUTURE AGENDA ITEMS

ADJOURN

The meeting was adjourned at 4:46 pm.

NEXT MEETING IS SCHEDULED FOR JUNE 18, 2024 at 3pm