

APPROVED MEETING MINUTES – Travel Paso Board of Directors  
Regular Meeting



**Tuesday, June 20, 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, Kaitlin Walton

**Absent:** Chance Jorgensen

**Staff:** Stacie Jacob, Lacie Johns, Mike Dawson

**Public:** Kristen Buhning (Visit SLO CAL), Allison Palm (Connect Accounting)

**PUBLIC COMMENT**

2. No public comment.

**ANNOUNCEMENTS**

- None.

**CONSENT AGENDA**

3. Meeting Minutes from Executive Committee Meeting on June 12, 2023
4. Meeting Minutes from Board of Directors Meeting on May 16, 2023
5. Travel Paso May Marketing Report
6. Travel Paso May Media Report
7. April Business Intelligence Report
8. April and May STR Report
9. April COVID-19 Recovery Tracker
10. March TOT by Segment Reports (Visit SLO CAL)
11. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
12. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
13. April Wine Business Intelligence Report

**MOTION:** Approve the Consent Agenda, as presented. It was moved by Victor Popp, seconded by Kaitlin Walton, and passed 7-0 with a roll call vote. Angela McKee arrived late and did not vote on this item.

**NEW BUSINESS, UPDATES & DISCUSSIONS**

Imperative #4: Build and Leverage Relationships with our Partners

14. City of Paso Robles Updates:
  - a. General Updates from the City: No report.
  - b. July 4<sup>th</sup> Celebration and Fireworks Event: The event is from 2-9:30pm. This year there will be more family-friendly activities, two live bands, seven food trucks and expanded hospitality areas.
  - c. Unhoused Strategic Plan: The City of Paso Robles is developing a five-year strategic plan aimed at addressing the needs and impacts of unhoused members of our community. The City has formed a diverse working group comprised of over 35 stakeholders, non-profit representatives, residents, and members of the education and business community. John Arnold and Angela McKee are actively participating. Public workshops are scheduled for July 7 and 8, 2023.
  - d. Downtown Parking: Stacie Jacob reviewed the key points of the letter being drafted to City Council in support of the Downtown Parking Program. The Board discussed and is supportive of the Downtown Paso Parking Program and its goals of creating dedicated permitted parking areas for Downtown employees, circulating traffic, accommodating Downtown patrons with two free

hours of parking, and mandating meter parking daily, 9am-8pm. The Board also urged the Council to consider longer-term strategies that encourage visitation, provide fiscal sustainability for the Parking Program, and ensure quality-of-life and economic benefits to Paso Robles' residents and businesses, respectfully. These strategies to consider include: dedicating a portion of the recent 1-percent increase of the Transient Occupancy Tax (TOT) to make the Parking Program revenue neutral and/or offset costs if the program is strategically deemed to be a loss leader, explore the feasibility of transferring citation duties to the Community Volunteer Patrol Program (CVPP), collecting and charting data (e.g., high usage hours) to inform future efficiencies and best practices, and creating a strategic long-term parking plan (e.g., a parking structure) to keep pace with continued growth.

**MOTION:** Approve the content of the Letter of Support for the Downtown Parking Program, as presented, and authorize Stacie Jacob to sign and send on behalf of the Board. It was moved by Rich Verruni, seconded by Victor Popp, and passed 8-0 with a roll call vote.

15. Community Updates:

- a. Visit SLO CAL: Visit SLO has approved their 2023 Strategic Plan, budget (3.9% increase) and Business and Marketing Plan for FY 2023-24. Travel Paso will review for opportunities to partner and collaborate. Visit SLO CAL also held Board and Executive Committee elections and appointed Marketing Committee members. Visit SLO CAL also recently completed a Resident Sentiment Study. Chuck Davison will attend Travel Paso's July Board meeting to present the findings.

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

16. Strategic Plan Priorities: Stacie Jacob provided an overview of the Marketing and Organizational Plan for FY 2023-24 as it relates to each expense category in the approved FY 2023-24 budget totaling \$2,160,850. The plan details the specific objectives, strategies, timelines, and anticipated results for FY 2023-24. Major categories include Organizational Management, Community Support & Memberships including a Tourism Summit, Trade & Sales Outreach, Research, Communications, Brand Identity, and the Savor Paso Robles Campaign.

17. Travel Paso Financial Accounts:

- a. May 2023 Financial Report – Cash Basis: Income totaled \$140,247 and expenses totaled \$205,651. As of May 31, 2023, Travel Paso has a total equity position of \$1,348,855.35.

**MOTION:** Approve the May 2023 financial report as presented. It was moved by John Arnold, seconded by Kaitlin Walton and passed 8-0 with a roll call vote.

- b. Monthly Financials for FY 2023-24: Based on the recommendation from the auditor, Travel Paso will be moving from cash to accrual-based accounting. Allison Palm from Connect Accounting reviewed the primary differences between the two methods. Due to the timing of TBID payments, the accrual-based financials have a 60-day lag. The Board discussed and agreed to review and approve cash-based financial statements each month and review and approve the accrual-based financials twice per year in March and September. Year-end financial statements will be approved in October.
- c. Accounts have been opened at One Wealth Management and transfers made from both American Riviera Bank and Pacific Premier Bank totaling just over \$900,000 and will be reflected on the June financial report. The American Riviera account is now closed. Interest income from all accounts will be tracked on the financial statements beginning in FY 2023-24.

18. Recommendations for Executive Committee for FY 2023-24: Executive Committee members are elected for a one-year term.

- Alex Villicana, Chair
- Angela McKee, Vice Chair
- Victor Popp, Secretary
- Kaitlin Walton, Treasurer

**MOTION:** Approve the slate of Executive Committee members for FY 2023-24, as presented. It was moved by Rich Verruni, seconded by John Arnold, and passed 8-0 with a roll call vote.

19. Marketing Committee Appointments: The Nominating Committee recommended the following candidates. Marketing Committee Members serve one-year terms.

Incumbents: 14 Members

- Julie Fischer, Owner - Paso Wine Merchant
- Chanda Brown, Chief of Marketing & Business Development - Cass Winery
- Katie Hayward, Owner - Uncorked Wine Tours
- Alyssa Krichevsky, Director of Marketing - Vina Robles Vineyards & Winery
- Ian Consoli, Marketing Director - Tablas Creek Vineyard
- Morgen Hoffman, Owner - Morgen Hoffman Events
- Jill Tweedie, CEO/Founder/Owner - Breakaway Tours Wine and Events
- Meghan Ball, Director of Sales - Linne Calodo Winery
- Shannon Spivey, Associate Director of Sales - Allegretto Vineyard Resort
- Jennifer Bravo, Consumer Marketing Manager - PRWCA
- Kristin Muhly, VP Sales & Marketing - Ancient Peaks Winery
- Sahvanna Martineau, Marketing Coordinator - Paso Robles Event Center/Mid State Fair
- Maggie Tillman, Owner/Director of Sales & Marketing - Alta Colina
- Audrey Arellano, Brand Manager - Adelaide Inn

New Applicants: 5 Members

- Laura Callahan, Marketing Manager - Nomada Hotel Group
- Rich Clayton, Owner/ CEO - California Coast Beer Co
- Lindsay Hynes, Brand and Content Manager - Martin Resorts
- Ryan Hopple, Executive Director - Sensorio
- Nicole Sterling, Sales Manager - Allegretto Vineyard Resort

**MOTION:** Approve the slate of Marketing Committee members for FY 2023-24, as presented. It was moved by Angela McKee, seconded by Victor Popp, and passed 8-0 with a roll call vote.

20. Meeting Schedule: Stacie Jacob reviewed the meeting schedule for FY 2023-24. The Board will meet on the third Tuesday of each month at 3pm except for August, October, December, and February. The Executive Committee will meet on the second Wednesday of the month, as needed, at 3:30pm. The Marketing Committee will meet on the 2<sup>nd</sup> Tuesday of the month in July, September, November, January, March, and May.

**MOTION:** Approve the meeting calendar for FY 2023-24, as presented. It was moved by John Arnold, seconded by Kaitlin Walton, and passed 8-0 with a roll call vote.

21. Savor Paso Robles Event: The event was held on June 15, 2023 at PayPal Park and was done in collaboration with the PRWCA. The goal was 500 attendees with more than 700 in attendance. A more detailed recap will be provided at the July meeting.

**ADJOURN**

**MOTION:** Adjourn the meeting at 5:09 pm. It was moved by Angela McKee, seconded by Victor Popp, and passed 8-0 with a roll call vote.

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