

APPROVED MEETING MINUTES – Travel Paso Board of Directors  
Regular Meeting



**Tuesday, June 24, 2025 – 3:00 pm**

Meeting Location: Paso Robles Wine Country Alliance, Conference Room  
1314 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 3:00pm by Chair Alex Villicana with a roll call.

**Present:** Jill Alexander, John Arnold, Erica Fryburger, Angela McKee, Hemant Patel, Victor Popp, Rich Verruni, Alex Villicana,

**Absent:** Kaitlin Walton

**Staff:** Stacie Jacob, Tracy Dauterman

**Guests:** Councilmember Gregory and Paul Sloan (City of Paso Robles), Lisa Belsanti (Visit SLO CAL), Matt Kleefisch (Hotel Ava),

**PUBLIC COMMENT**

2. No public comment.

**ANNOUNCEMENTS**

- AB 1008 had unanimous support in the Assembly and is now in the Senate for approval.

**CONSENT AGENDA**

3. Meeting Minutes from Board of Directors Meeting on May 20, 2025
4. Meeting Minutes from Executive Committee Meeting on June 11, 2025
5. Travel Paso May Marketing Report
6. Travel Paso May Media Report
7. April Community Performance Report (Visit SLO CAL)
8. April STR Report (Visit SLO CAL)
9. April and May STR Reports
10. TOT Summary (City of Paso Robles)
11. TOT by Lodging Category Report (City of Paso Robles)
12. March TOT by Segment Report (Visit SLO CAL)
13. April Wine Sales Summary (Visit SLO CAL)
14. Letter Regarding International CAB Symposium
15. Notice of Glenn Burdette Alliance with Ascend

**MOTION:** Approve the Consent Agenda, as presented. It was moved by Rich Verruni, seconded by Hemant Patel, and passed 8-0 with a roll call vote.

**NEW BUSINESS, UPDATES & DISCUSSIONS**

General Business

16. Officers/Executive Committee: The Nominating Committee recommended the following slate of officers for fiscal year 2025-26 a one-year term beginning July 1, 2025: Chair – Angela McKee, Vice Chair – Kaitlin Walton, Erica Fryburger – Secretary, Gretchen Roddick – Treasurer.

**MOTION:** Appoint Angela McKee as Chair, Kaitlin Walton as Vice Chair, Erica Fryburger as Secretary, and Gretchen Roddick as Treasurer for a one-year term beginning July 1, 2025. It was moved by Rich Verruni, seconded by Jill Alexander, and passed 8-0 with a roll call vote.

17. May 2025 Financial Report: Income totaled \$128,726 and expenses totaled \$112,069. As of May 31, 2025, Travel Paso's assets total 1,009,573.12. The bulk of Travel Paso's media spend occurs February - June. The ICS and checking accounts are rebalanced monthly to meet FDIC thresholds and to cover expenses. The Board approved transfer from the Cetera account to the checking account is in progress.

**MOTION:** Approve the May 2025 financial report, as presented. It was moved by Victor Popp, seconded by John Arnold, and passed 8-0 with a roll call vote.

18. Proposal from Civitas for Support Services: Civitas is positioned to provide a range of support services. Travel Paso's immediate priorities include updating and revising the bylaws and reviewing subcontractor and service agreements. Civitas has proposed a fixed fee of \$4,000 to complete these two services. Additionally, Civitas is available to provide legal and consulting services on an hourly, as-needed basis. Stacie Jacob confirmed prorated billing for partial hours with Civitas for the hourly proposal.

**MOTION:** Approve the fixed fee proposal from Civitas in the amount of \$4,000 for revising the bylaws and reviewing the subcontractor agreement and approve the hourly proposal for legal and consulting services to be used as needed. It was moved by Hemant Patel, seconded by Erica Fryburger, and passed 8-0 with a roll call vote.

19. Draft Budget for FY 2025-26: Stacie Jacob reviewed the plans, priorities, and budget for fiscal year 2025-26. The projected income is \$1,860,726. The expense budget is \$2,135,105 requiring Travel Paso to utilize approximately \$274,379 from reserves for FY 2025-26 as directed by the Board at the May 20<sup>th</sup> Board meeting.

- Organizational Management: \$327,185
- Community Support & Memberships: \$180,200
- Trade and Sales Outreach: \$99,500
- Research: \$27,000
- Digital Marketing: \$871,200
- Advertising & Media Buys \$259,000
- Communications: \$151,770
- Brand Identity: \$219,250

**MOTION:** Approve the budget and program priorities for FY 2025-26, as presented. It was moved by Angela McKee, seconded by Rich Verruni, and passed 8-0 with a roll call vote.

20. Strategic Plan: The strategic plan, completed in 2023, is still applicable but needs a minor update particularly to the indicators/metrics section. Travel Paso will update in-house and will present the first draft at the September Board meeting.

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

21. Tourism Economics Studies: The PPRWCA has issued their press release announcing the findings of the recent tourism-related studies. In collaboration with Travel Paso, the City, and the Chamber, a unified message and presentation deck was developed to communicate the value and impact of tourism across the community. The outreach plan includes one community presentation per month, with the first scheduled for the Chamber's Women in Business event on June 26, 2025. This coordinated effort aims to ensure consistent messaging and broaden understanding of tourism's role in Paso Robles' economic vitality.

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

22. 2025 Savor Media Campaign: Highlights for this month are included in the marketing and media reports. The results of the campaign will be presented at the July Board Meeting.
23. Update on Savor Paso Event: The goal was to sell 400 consumer tickets. To date, 420 tickets have been sold, surpassing the target. Early bird promotions were effective, driving strong initial interest and boosting VIP ticket sales. Promotional support from partners also played a key role in increasing awareness and contributing to overall ticket sales.

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

24. City of Paso Robles Updates:

- Travel Paso will meet with City Manager Chris Huot on July 2, 2025.
- Travel Paso is supporting the promotion of the upcoming July 4th Community Celebration. Recent coverage by KSBY has helped generate local interest. Event posters are now available for distribution and have been translated into Spanish. The event is also being regularly featured in Travel Paso's Industry Newsletter to keep partners informed and engaged. Travel Paso's promotional efforts aim to boost community awareness and attendance.
- The City has purchased a new fire engine for Station No. 1. Funding for the engine came from Measure J-20, a supplemental sales tax approved by Paso Robles voters in 2020.

25. Community Updates:

- a. Visit SLO CAL: TMD Renewal: The current TMD renewal date is set for June 30, 2030. Visit SLO CAL is evaluating the possibility of an early renewal in 2026. A Steering Committee has been formed to support the analysis, planning, and logistics associated with the early renewal process. Stacie Jacob has been asked by Visit SLO CAL to participate on the Steering Committee. There is also a lodging seat available on the committee. Angel McKee has volunteered to fill the lodging seat.
- b. PRWCA will present a re-cap of the Paso Robles Wine Festival at the July 15<sup>th</sup> Board meeting.

**FUTURE AGENDA ITEMS**

**ADJOURN**

The meeting was adjourned at 5:12 pm.

**NEXT MEETING IS SCHEDULED FOR JULY 15, 2025 at 3pm**