

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, July 16, 2024 – 3:00 pm

Meeting Location: Allegretto Vineyard Resort, Dylan Room, 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 3:04pm by Chairman Alex Villicana with a roll call.

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

Absent: Hemant Patel, Kaitlin Walton

Staff: Stacie Jacob, Lacie Johns

Guests: Paul Sloan (City of Paso Robles), Jamie Smith (Foreword Brand)

PUBLIC COMMENT

2. No public comment.

ANNOUNCEMENTS

- No announcements.

CONSENT AGENDA

3. Meeting Minutes from Board of Directors Meeting on June 18, 2024
4. Travel Paso June Marketing Report
5. Travel Paso June Media Reports
6. May Community Performance Report (Visit SLO CAL)
7. May STR Reports
8. May Wine Industry Report
9. April TOT by Segment Reports (Visit SLO CAL)
10. TOT Summary FY 2000 thru FY 2024 YTD and TOT by Lodging Category (City of Paso Robles)
11. Quarterly Visitation Trends Report – Q1 2024

MOTION: Approve the Consent Agenda, as presented. It was moved by Victor Popp, seconded by John Arnold, and passed 7-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

General Business

12. Conflict of Interest Statement: All Board members are required to read Travel Paso's Fiduciary Duties and Conflict of Interest Policy and sign and return the annual disclosure form.
13. June 2024 Month End Financial Report: Income totaled \$185,938 and expenses totaled \$170,782. As of June 30, 2024, Travel Paso has a total equity position of \$1,212,558.54. \$49,172.13 has been accrued in interest from Travel Paso investment accounts.

MOTION: Approve the June 2024 month end financial report, as presented. It was moved by Angela McKee, seconded by John Arnold, and passed 7-0 with a roll call vote.

14. Update Bank Signature Card: The Board discussed authorizing Stacie Jacob and all four Executive Committee members, for FY 24-25, to sign checks on behalf of Travel Paso.

MOTION: Authorize President and CEO Stacie Jacob and Executive Committee Members - Alex Villicana (Chair), Kaitlin Walton (Vice Chair), Angela McKee (Secretary), and John Arnold (Treasurer) - as signers on

the checking and savings accounts at Pacific Premier Bank and update both signature cards. Remove former Secretary Victor Popp from the bank signature cards. It was moved by John Arnold, seconded by Rich Verruni, and passed 7-0 with a roll call vote.

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

15. Community Event Marketing Grants: There is \$100,000 in the approved FY 24-25 budget earmarked for the community event marketing grants with another \$30,000 that may be awarded at the Board’s discretion. The application period is open from August 19, 2024 through October 18, 2024.

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

16. Re-Cap of the Savor Campaign: The campaign ran January through June 2024. Stacie Jacob and Jamie Smith presented a [full campaign report](#). Highlights included:

- Total Jan-June Spend: \$752,000 in 2024 vs. \$581,000 in 2023. Mix of display, social media, streaming tv, Youtube, billboards, strategic partnerships like SJ Sharks, SEM, and print media.
- Geographic Area: San Jose DMA, LA County/OC County/San Diego DMA, Fresno, Bakersfield, Ventura
- Audience: 35+ in age, Interests include Business/Technology, Finance/Real Estate, Travel/Food & Bev, Wine/Outdoors
- Coverage in: Wall Street Journal, SF Gate, Sojern, Tastemade, Bon Appetit, Conde Nast Traveler, iHeart Radio, YouTube/Google/Meta ads.
- Total Campaign: 151 million Impressions/Views, 509,000 Attributable Landing Page Visits, 3,000 Insider’s Guide/Map Downloads, 3,000 Leads

17. Marketing Preview, July-December 2024: Stacie Jacob presented a preview of the strategic marketing initiatives planned for the next six months. Highlights included:

- July- September Family Focus
 - California Mid-State Fair
 - Broadcast Media Event – Gabe Saglie - 12 Markets – September 17
 - Content Creator Strategy – July
- October 15- November 15 San Diego Bay – Food/Wine Focus
 - San Diego Media Mission – September 19 (Visit SLO CAL)
 - Media FAM – October 1-5 (Hwy 1 + Visit SLO CAL)
 - San Diego Bay Wine & Food Festival – November 9 (PRWCA)
- November- December "Holidays in Paso" Focus
 - Wine –O-One – (Visit SLO CAL + PRWCA)

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

18. City of Paso Robles General Updates: The Economic Development Strategic Plan is on the City Council’s July 16, 2024 agenda for approval.

19. Community Updates

- a. Visit SLO CAL:
 - i. Visit SLO CAL’s executive search process to hire a permanent President and CEO is complete. Cathy Cartier was hired for the position.
 - ii. The SLO CAL Summit is September 25, 2024. Travel Paso purchased a table. Tickets are on sale now. Stacie Jacob will serve as a panelist for the Radical Collaboration Roundtable during the Summit.

FUTURE AGENDA ITEMS

- Travel Paso has invited CA Mid-State Fair to present a re-cap of the 2024 Fair at the September Board meeting.
- Travel Paso has invited Anne Crabbe, Optimum Wealth, to present an update on investments at the September Board meeting.
- Travel Paso has invited the City of Paso Robles to present a re-cap of the July 4th Community Celebration at the September Board meeting.

ADJOURN

The meeting was adjourned at 4:31 pm.

NEXT MEETING IS SCHEDULED FOR SEPTEMBER 17, 2024 at 3pm