

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, July 18, 2023 – 3:00 pm

Meeting Location: Paso Robles Inn Boardroom, 1103 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 3:03pm by Chairman Alex Villicana with a roll call.

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

Present but Unable to Vote: Ian Pullan

Absent: Rich Verruni

Staff: Stacie Jacob, Lacie Johns, Mike Dawson

Public: Kristen Buhring (Visit SLO CAL), Chuck Davison (Visit SLO CAL), Tony Turretto (Visit SLO CAL), Ty Lewis (City of Paso Robles), Rich Clayton (PR Chamber of Commerce), Gina Fitzpatrick (PR Chamber of Commerce), Joel Peterson (PRWCA)

PUBLIC COMMENT

2. No public comment.

ANNOUNCEMENTS

- The June STR Report is now available and will be distributed via email.

CONSENT AGENDA

3. Meeting Minutes from Board of Directors Meeting on June 20, 2023
4. Travel Paso June Marketing Report
5. Travel Paso June Media Report
6. May Business Intelligence Report
7. May COVID-19 Recovery Tracker
8. April TOT by Segment Reports (Visit SLO CAL)
9. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
10. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
11. May Wine Business Intelligence Report

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

NEW BUSINESS, UPDATES & DISCUSSIONS

Presentations

12. [Resident Sentiment Study](#) - Chuck Davison, CEO of Visit SLO CAL presented the findings from the Resident Sentiment Study conducted in May 2023. Results specific to Paso Robles include the following and are the lowest compared to other communities within the County.
 - Satisfaction with Overall SLO CAL Direction: 43.8%
 - Personal Quality of Life Compared to One Year Ago: 35.2% much or somewhat better
 - Tourism Makes My Community a Better Place to Live – 51.1% agree
 - Tourism Decreases the Cost of Living for Residents – 14.1% agree
 - Tourism Importance to County’s Economic Vitality – 72.2% agree

General Business

13. Month End Financial Report – June 30, 2023 (Cash Basis): Income totaled \$173,428 and expenses totaled

\$156,896. As of June 30, 2023, Travel Paso has a total equity position of \$1,373,843.93. The balance sheet reflects Travel Paso's investment accounts, reserves, and interest earned.

MOTION: Approve the June 2023 month end financial report, as presented. It was moved by John Arnold, seconded by Victor Popp, and passed 7-0 with a roll call vote.

FY 2022-23 year-to-date income total is \$1,861,623 exceeding the income goal of \$1,848,565 by 1%. The expense budget for FY 2022-23 was \$1,847,200 with year-to-date expenses totaling \$1,685,474. However, expenses for FY 2022-23 are still coming in. Accrual-based year end financials will be submitted to the Board for approval in October.

- a. Check Signing Authority + Update Bank Signature Card: The Board discussed authorizing Stacie Jacob and all four Executive Committee members to sign checks on behalf of Travel Paso and removing former Treasurer Margaret Johnson who resigned from the Board on March 31, 2023.

MOTION: Authorize President and CEO Stacie Jacob and Executive Committee Members - Alex Villicana (Chair), Angela McKee (Vice Chair), Victor Popp (Secretary), and Kaitlin Walton (Treasurer) - as signers on the checking and savings accounts at Pacific Premier Bank and update signature cards. Remove former Treasurer Margaret Johnson from the bank signature cards. It was moved by John Arnold, seconded by Victor Popp, and passed 7-0 with a roll call vote.

14. Conflict of Interest Statement: All Travel Paso board members need to sign and return the annual conflict of interest statement.

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

15. Downtown Parking Ad Hoc Committee: The content for the letter of support was approved at the June 20, 2023 board meeting. Stacie Jacob reviewed the final version of the letter of support. The Board did not have any additional comments. Stacie Jacob will send the letter to the Downtown Parking Ad Hoc Committee.
16. 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 were held on July 7 and 8, 2023. The next committee meeting is July 19, 2023.
17. Resident Sentiment Study - Buy-in for Community Specific Data: Based on the results of the study outlined in #12 with Paso Robles being the outlier, the Board would like to participate in a post-study buy-in at a cost of \$7,500. Deliverables include a 50-page report specific to Paso Robles and access to data files to run additional reports and cross tabulations. Travel Paso will approach the City of Paso Robles, Paso Robles Chamber of Commerce, and PRWCA to share the cost of the post-study buy-in.

MOTION: Approve the cost of \$7,500 for Travel Paso to participate in the post-study community specific buy-in for Paso Robles. It was moved by Victor Popp, seconded by Kaitlin Walton, and passed 6-1 with a roll call vote. Director McKee was the dissenting vote.

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

18. Review Concorso + Car Week Sponsorship Details: Travel Paso is a sponsor of the 2023 and 2024 Concorso Italiano events. This year's event is set for August 19, 2023 at Bayonet Golf Course in Seaside, CA. Concorso Italiano is the world's largest luxury and exotic Italian Car show with more than 1,000 automobiles expected on site. Attendee demographic profile:
 - 80 percent are entrepreneurs or professionals;
 - 70 percent are in the highest income brackets;
 - 95 percent use air travel;
 - 85 percent travel frequently;

- 60 percent are male;
- 35 percent own more than one Italian collector car.

Sponsorship benefits include:

- Concorso Italiano CI Club (select media and VIP guests): 10 complimentary CI Club passes to be distributed to Travel Paso’s staff, employees, guests and VIPs. In 2024, there may be the opportunity for a promotion of Travel Paso to this audience will include the opportunity to promote select wineries to pour and engage with the VIP audience.
- Corporate Canopy (10x10 Footprint): For 2023, a promotional display including a scrolling / streaming video may be placed in the CI Club. Also, in the Exhibitor Driver hospitality areas, a promotional area for a banner and video display will be available with area for wine tastings by representative wineries of Travel Paso.
- Logo Visibility on Print Advertising, Event Magazine, Web Site, Event Stage Banners, Club Magazine ad logo
- Event promotions: At the event, banners and signage may be placed at the event including Bleacher banners provided by you (2ftx8ft max) up to 2 (one on each side of the railings, fence lines, and in the hospitality areas for drivers.
- Al Fresco Lunch promotion 2024: The Al Fresco lunch is an Italian Country lunch option for attendees and exhibitors which wineries of the Travel Paso may showcase their wines in conjunction with the tourism aspect of Paso Robles.
- Club Promotions: Travel Paso will be promoted directly to the leadership teams of the car clubs at Concorso Italiano encouraging them to consider the Paso Robles area for their drives and events. This includes emails.
- Public Address Promotion: Travel Paso will receive ongoing acknowledgements as the Associate Partner during the event over the Public Address system, including an introduction of Travel Paso’s representatives with an opportunity to address the Concorso in 2024 and/or preview your product(s).

19. Review Community Event Marketing Program Timeline:

- August 21, 2023: Application period opens for events occurring in the 2024 calendar year
- October 20, 2023: Applications due to Travel Paso by 5:00 p.m.
- November 7, 2023: Review of applications by Travel Paso Marketing Committee
- November 14, 2023: Review of applications and funding recommendations approved by Travel Paso Board of Directors
- November 2023: Announcement of funding awards

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

20. City of Paso Robles

- a. General Updates: No report.
- b. July 4th Event and Fireworks Recap: Overall the event was a success. Attendance was up from last year. The concession stands did well. The Kid Zone was packed and well utilized. A financial recap of the event will be presented at a future board meeting.

21. Savor Paso Event Recap – Travel Paso / PRWCA Collaboration: This event was held on June 15, 2023 at PayPal Park in San Jose and is the result of a three-year relationship with the San Jose Earthquakes.

- 700 attendees
- 53 vendors representing Paso Robles
- \$50,135 in revenue. Travel Paso’s portion will be reinvested into future collaborations with the PRWCA like the Dallas Road Show and San Diego Food + Wine Festival.
- Guest Survey Feedback: 98 responses. Highlights include:
 - Would you recommend Savor Paso to others? 84% yes
 - How many times per year do you visit Paso Robles as a road trip getaway? 1-5: 79%
 - Top Reasons Attendees Enjoy Paso Robles
 - Wineries with great price points + high-quality



- Wide variety of high-quality hotels
 - Easy drive from Bay Area
 - Breweries
 - Wonderful Community
 - Paso Robles is a beautiful area to visit
- After attending Savor Paso are you more likely to buy Paso Robles wine at a local retailer/wine shop? 80% more likely

22. Community Updates

a. Visit SLO CAL Board – V. Popp

- Presentation on Resident Sentiment Study
- Destination Summit is October 5 at Embassy Suites in San Luis Obispo. Tickets will be available.
- Strategic Direction 2026 posted on website
- New staff members include Annie Braunschweig, Vice President of Administration and Tony Turretto Ramos, Vice President of Community Engagement & Advocacy

ADJOURN

MOTION: Adjourn the meeting at 4:58 pm. It was moved by Jill Alexander, seconded by Angela McKee, and passed 7-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR SEPTEMBER 19, 2023, at 3pm