

APPROVED MEETING MINUTES – Travel Paso Board of Directors  
Regular Meeting



**Tuesday, September 17, 2024 – 3:00 pm**

Meeting Location: Hampton Inn and Suites, 212 Alexa Court, 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 Vice Chair Kaitlin Walton with a roll call.

**Present:** Jill Alexander, John Arnold, Erica Fryburger, Angela McKee, Hemant Patel, Victor Popp, Kaitlin Walton

**Absent:** Rich Verruni, Alex Villicana

**Staff:** Stacie Jacob, Lacie Johns

**Guests:** Anne Crabbe (One Wealth Management); Tom Keffury and Savannah Martineau (CA Mid-State Fair), Councilmember Strong, Chris Huot, and Paul Sloan (City of Paso Robles); Mayla Lohnes (Visit SLO CAL)

**PUBLIC COMMENT**

2. No public comment.

**ANNOUNCEMENTS**

- No announcements.

**CONSENT AGENDA**

3. Meeting Minutes from Board of Directors Meeting on July 16, 2024
4. Meeting Minutes from Executive Committee Meeting on August 14, 2024
5. Meeting Minutes from Executive Committee Meeting on September 11, 2024
6. Travel Paso July and August Marketing Reports
7. Travel Paso July and August Media Reports
8. July Community Performance Report (Visit SLO CAL)
9. June and July STR Reports
10. July TOT Summary Report (Visit SLO CAL)
11. June and July TOT by Segment Reports (Visit SLO CAL)
12. TOT Summary and TOT by Lodging Category FY 2000 thru FY 2025 YTD (City of Paso Robles)
13. Thank You Letter from the City of Paso Robles – July 4th Sponsorship

**MOTION:** Approve the Consent Agenda, as presented. It was moved by John Arnold, seconded by Victor Popp, and passed 6-0 with a roll call vote. Angela McKee arrived late and did not vote on this item.

**NEW BUSINESS, UPDATES & DISCUSSIONS**

Presentations

14. Re-Cap of 2024 CA Mid-State Fair: Tom Keffury and Savannah Martineau (CA Mid State Fair) reported that attendance was up this year compared to 2023 and provided the following metrics for Travel Paso's sponsorship.
  - 3 branded locations – the Main Entrance, the Grandstands, and the Carnival – with photo opportunities.
  - Social media collaboration posts - 3 videos and 2 photos resulting in 35,000 views and 1,400 likes
  - 4x8ft sign in the Grandstands seen by more than 95,000 concert goers
  - Email banner - Added to every email starting June 11, 2024
    - 91,000 Email list subscribers
    - 50 emails sent from June 11, 2024 to July 28, 2024
      - 8 emails sent to all list subscribers with a 40% open rate

- All other emails were to various ticket buyer lists ranging from 1,000 to 5,000 subscribers

Travel Paso would like to engage with the CA Mid-State Fair earlier in the year to maximize exposure and discuss ways to incorporate lodging partners in promotional activities. The Fair typically begins announcing concerts in February which could result in Travel Paso being included in another 40-50 email blasts. Travel Paso staff and CA Mid-State Fair staff will work together on a 2025 sponsorship proposal to bring to the Board in January 2025.

15. Update on Travel Paso Investments: Anne Crabbe, Optimum Wealth, reviewed [Travel Paso's Portfolio Report](#). Travel Paso's current asset allocation is 69.27% fixed income (bonds), 14.53% equity, 7.24% international, 1.61% cash, and 7.34% alternatives. The average annual return is 3.85%. Since investing, Travel Paso has earned nearly \$50,000 in interest. The Board did not request any changes to the portfolio.

#### General Business

16. Month End Financial Reports:
  - a. July 2024 - Income totaled \$183,979 and expenses totaled \$120,493. As of July 31, 2024, Travel Paso has a total equity position of \$1,169,231.47. \$49,172.13 has been accrued in interest from Travel Paso investment accounts.
  - b. August 2024- Income totaled \$190,279 and expenses totaled \$84,785. As of August 31, 2024, Travel Paso has a total equity position of \$1,276,827.19. \$49,172.13 has been accrued in interest from Travel Paso investment accounts.
  - c. Fiscal Year End Financials (Accrual Basis) – The year end financials for FY 23-24 were reviewed by the Board.

**MOTION:** Approve the July 2024 and August 2024 month end financial reports and Fiscal Year 23-24 Year End financial report, as presented. It was moved by Angela McKee, seconded by Jill Alexander, and passed 7-0 with a roll call vote.

17. Update on Financial Review/Audit: Travel Paso's PRTID Agreement with the City of Paso Robles requires an annual audit. Travel Paso would like to complete a financial review in lieu of an audit for FY23-24. Moving forward, Travel Paso would like to conduct an audit every two years. CEO Stacie Jacob discussed this with City staff. Travel Paso will adhere to the terms of the PRTID Agreement and conduct annual audits.
18. Social Media Content Creator and Influencer Support: Travel Paso needs assistance with creating social media content and managing influencer support. The scope of work would include contracting with creators and influencers, managing the process from start to finish including adherence to brand guidelines, schedule, and budget. The deliverables would be short form videos that Travel Paso would own and be able to use at any time. Travel Paso could collaborate with tourism partners to share costs and content. Travel Paso is reviewing proposals from Crowdriff and Foreword Brand Marketing/Lutes Digital Media and will bring a recommendation to the Board at the November 19, 2024 Board meeting.

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

19. Community Event Marketing Grants:
  - a. The application period is open from August 19, 2024 through October 18, 2024. The applications will be reviewed by the Subcommittee, Travel Paso staff, and the Executive Committee. A recommendation will be made at the November 19, 2024 Board meeting. There is \$100,000 in the approved FY 24-25 budget earmarked for the community event marketing grants.
  - b. In 2023, Travel Paso awarded the Paso Robles Cab Collective a \$25,000 Community Event Marketing grant for two events. The first event was successful and \$15,000 of the grant was paid. The second event has been moved to May 2025 which aligns with Paso Wine Fest.

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

20. Consider Fund Agreement for Giving Back Scholarship Program: The purpose of the Travel Paso Scholarship Fund is to support students in the Paso Robles, Shandon, and Templeton areas, and/or children of local tourism and hospitality workers planning to pursue a post-secondary education. Scholarships will range from \$1,000 - \$2,500. The scholarship program will be administered by the SLO Community Foundation including promoting, advertising, screening, and selection of scholarship recipients based on Travel Paso’s eligibility criteria. The SLO Community Foundation charges a 3% administration fee. Travel Paso will partner with the SLO Community Foundation to promote scholarship opportunities and present the scholarships to recipients at award ceremonies at local high schools. This will be incorporated into the 2025 Tourism Round Up program.

The Board reviewed and discussed the Fund Agreement with The SLO Community Foundation for a one-year, non-endowed scholarship program including the Donor Intention Form which outlines Travel Paso’s eligibility criteria. The Board discussed an initial investment of \$20,600 that could fund eight \$2,500 scholarships plus \$600 to cover the 3% administration fee. The scholarship program is funded by interest earned on Travel Paso’s investment account.

**MOTION:** Approve the Non-Endowed Scholarship Fund Agreement with the SLO Community Foundation, as presented, and authorize President and CEO Stacie Jacob to execute the agreement. It was moved by Victor Popp, seconded by Jill Alexander, and passed 7-0 with a roll call vote.

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

21. Concorso Italiano Recap: Travel Paso renegotiated the contract with Concorso Italiano to include three years instead of two at no additional cost. The event held on August 17, 2024 was well attended. Travel Paso’s booth was located next to the VIP tent and had high visibility.
22. San Jose Earthquakes Sponsorship: Travel Paso’s San Jose Earthquakes sponsorship ends in November 2024 and is not being renewed. The Board discussed a few ideas on how to reinvest sponsorship dollars into the San Jose market including a new Savor Paso event location and/or incorporating the funds into the Savor Paso media campaign. Travel Paso staff will bring back a recommendation at the November 19, 2024 Board meeting.
23. City of Paso Robles General Updates:
- a. Tourism Impact Study – The City has hired Beacon Economics to conduct a Tourism Impact Study that is focused on visitor spending patterns, visitation data, tax revenue analysis, service and infrastructure impacts. The study will take roughly 3-4 months to complete.
24. Community Updates
- a. Visit SLO CAL:
    - i. The SLO CAL Summit is September 25, 2024. Stacie Jacob will serve as a panelist for the Radical Collaboration Roundtable during the Summit.
  - b. Upcoming Collaborations:
    - i. Satellite Media Tour – October 8, 2024 with Gabe Saglie
    - ii. Joint FAM with Highway 1 Road Trip – October 3-4, 2024
    - iii. San Diego Wine & Food Festival with PRWCA – November 8-9, 2024
    - iv. Joint FAM dinner with Visit Morro Bay – November 13 - 14, 2024

<b>FUTURE AGENDA ITEMS</b>
----------------------------

25. The November 19, 2024 agenda is full. The meeting will begin at 2pm.
- City of Paso Robles to present a financial re-cap of the July 4th Community Celebration
  - Review and award Community Event Marketing grants
  - Review plan and budget for Savor Paso media campaign
  - 2025 Tourism Round Up Update
  - Scholarship Program Update
  - Proposals/Plan for Social Media Content

**ADJOURN**

The meeting was adjourned at 5:25 pm.

**NEXT MEETING IS SCHEDULED FOR NOVEMBER 19, 2024 at 2pm**