

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, September 19, 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 3:07pm by Chairman Alex Villicana with a roll call.

Present: John Arnold, John Lozano, Ian Pullan, Alex Villicana, Kaitlin Walton

Absent: Jill Alexander, Angela McKee, Victor Popp, Rich Verruni

Staff: Stacie Jacob, Lacie Johns, Mike Dawson

Guest: Colleen Bojorquez, CEO of CA Mid-State Fair

PUBLIC COMMENT

2. No public comment.

ANNOUNCEMENTS

- Mayor Martin Memorial Service – September 27, 5:30-7:00pm, Downtown City Park Gazebo. Travel Paso donated \$1,000 to the REC Foundation in honor of Mayor Martin.
- SLO CAL Destination Summit – October 5, 2023 at Embassy Suites in SLO. Travel Paso purchased a table.

CONSENT AGENDA

3. Meeting Minutes from Executive Committee Meeting on September 13, 2023
4. Meeting Minutes from Board of Directors Meeting on July 18, 2023
5. Travel Paso July and August Marketing Reports and Website Traffic Overview
6. Travel Paso July and August Media Reports
7. June and July Business Intelligence Reports
8. June and July STR Reports
9. July COVID-19 Recovery Tracker
10. June 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. July Wine Business Intelligence Report
14. Short-Term Vacation Rentals and Workforce Housing Nexus Study (Visit SLO CAL)

MOTION: Approve the Consent Agenda, as presented. It was moved by John Arnold, seconded by Kaitlin Walton, and passed 5-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

Presentations

15. 2023 CA Mid-State Fair Results – Colleen Bojorquez, CEO of CA Mid-State Fair
 - More successful year compared to 2022
 - Carnival was busier, commercial program was a little lighter (hit the most by COVID)
 - Number of concert tickets were up from 2022 – strongest selling year
 - Industrial arts auction was up from 2022
 - Junior Livestock Auction was up from 2022 Attendance was up from 2022, down from 2019 (a normal year)
 - Fantastic year overall and optimistic for 2024 – western theme

General Business

16. Month End Financial Reports

- a. July 31, 2023 (Cash Basis): Income totaled \$179,995 and expenses totaled \$113,057.03. As of July 31, 2023, Travel Paso has a total equity position of \$1,339,284.22. The balance sheet reflects Travel Paso’s investment accounts, reserves, and interest earned.
- b. August 31, 2023 (Cash Basis): Income totaled \$189,530 and expenses totaled \$76,604.25. As of August 30, 2023, Travel Paso has a total equity position of \$1,455,126.97. The balance sheet reflects Travel Paso’s investment accounts, reserves, and interest earned.
- c. FY 2022-23 Year End Financials (Accrual and Cash Basis): Both the accrual based and cashed based year end financials were reviewed with the Board. There is \$74,351 in cash carry over funds from FY 22-23 to FY 23-24.

MOTION: Approve the July and August 2023 month end financial reports, as presented. Approve the FY 2022-23 financial reports, as presented, and provide the information to Glenn Burdette to begin the audit. It was moved by Kaitlin Walton, seconded by John Arnold, and passed 5-0 with a roll call vote.

17. Annual Audit: Travel Paso has engaged Glenn Burdette to perform the audit for FY 22-23.

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

18. Resident Sentiment Study, Community Specific Data: The study (240 responses) identified top challenges including water shortage, cost of living, homelessness, crime, growth, traffic, roads, and parking. Those surveyed identified the following benefits of living in Paso Robles: Rural and small community, family-friendly community, work, location (natural beauty and coastline), climate, and lifestyle. Demographics of survey respondents: 46% of respondents were boomers or older; 51.9% of respondents were employed full-time or part-time, 34.8% were retired, and the remaining were unemployed; 15.7% have lived in Paso Robles for over 30 years, 17.8% for 15-29 years, 17% for 10-14 years, and the remaining for less than 10 years.

Next steps for Travel Paso:

- Work with partners: City of Paso Robles, Chamber, PRWCA
- Discuss at Tourism Collaboration Meeting on October 11
- Develop meaningful messages that resonate with residents - Why Tourism Matters
- Collaborate on a locally focused reputation management program
- Allocate budget for local campaign

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

19. Savor Paso Event Re-Cap and Final Budget – Travel Paso/ PRWCA Collaboration: More than 700 guests attended and over 50 Paso Robles area vendors were represented. Income for the event totaled \$70,685 and expenses totaled \$35,007.05 leaving a profit of \$35,677.95 to be split equally between Travel Paso and PRWCA. Travel Paso staff proposed to re-invest the profit of \$17,838.97 into upcoming collaborations with the PRWCA like the Denver Road Show and San Diego Bay Wine & Food Festival. The Board of Directors agreed. More than 1/3 of attendees credit the San Jose Earthquakes/PayPal Park marketing efforts as the reason for their attendance. Travel Paso has renewed the sponsorship agreement with the Earthquakes and is also exploring partnerships with other stadiums. Recommendations will be reviewed at the November Board meeting.

20. Re-Cap of Concorso Italiano + Car Week: The Concorso Italiano is the world’s largest luxury and exotic Italian Car show with more than 1,000 automobiles expected on site. The Concorso Italiano took place on August 19, 2023 at Bayonet Golf Course in Seaside, CA. Over 2,500 attendees from a luxury audience and more than 800 drivers participated in the event. Travel Paso has a 2-year sponsorship. This is part of a long-term strategy to bring a small car event to Paso Robles the days leading up to or following the event in Monterey.

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

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

22. Fall Travel Trade Shows
 - a. Smart Meetings – November 5-8
 - b. CAL SAE – December 12-23
23. Update on Collaborations with PRWCA
 - a. October 26, 2023 – Denver Road Show: The tasting event at Mile High Stadium will feature more than 20 wineries from Paso Robles. Travel Paso is creating an interactive destination showcase with hospitality partners that include Visit SLO CAL and the cities of Morro Bay, San Luis Obispo, and Atascadero and features local food samples and swag.
 - b. November 8-12, 2023 – San Diego Bay Wine & Food Festival: The sponsorship was split between Travel Paso and the PRWCA and includes digital and print ads and billboard signage. Travel Paso will participate in the VIP event Friday night as well as the main festival on Saturday that is expected to have more than 5,000 attendees.
24. City of Paso Robles: The City appointed John Hamon as Mayor and Sharon Roden is the Councilmember representing District 1.
25. Community Updates
 - a. Visit SLO CAL – No report.
 - b. Spartan Race will take place November 4-5, 2023 at Santa Margarita Ranch.
 - c. Tourism Collaboration Meeting (Travel Paso, Paso Robles Chamber, and PRWCA) is set for October 11, 2023.

ADJOURN

MOTION: Adjourn the meeting at 4:18 pm. It was moved by John Arnold, seconded by Kaitlin Walton, and passed 5-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR NOVEMBER 14, 2023, at 3pm