

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, November 14, 2023 – 3:00 pm

Meeting Location: Paso Robles Inn Matador Room, 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 Lozano, Ian Pullan, Rich Verruni, Alex Villicana, Kaitlin Walton

Absent: John Arnold, Angela McKee, Victor Popp

Staff: Stacie Jacob, Lacie Johns, Julia Myers, Jamie Smith (Foreword Brand)

Guests: Steve Gregory and Paul Sloan (City of Paso Robles), Lynette Sonne (Farmstead Ed and Paso Robles Distillery Trail)

PUBLIC COMMENT

2. No public comment.

ANNOUNCEMENTS

- Travel Paso Board of Directors Holiday Happy Hour – Wednesday, December 13 at 5:30pm.

CONSENT AGENDA

3. Meeting Minutes from Executive Committee Meetings on October 11, 2023 and November 9, 2023
4. Meeting Minutes from Board of Directors Meeting on September 19, 2023
5. Travel Paso September and October Marketing Reports
6. Travel Paso September and October Media Reports
7. August Business Intelligence Report
8. September STR Report
9. August COVID-19 Recovery Tracker
10. July 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. August Winery Business Intelligence Report
14. Quarterly Visitor Tracking Report – Q2 2023 (Visit SLO CAL)
15. July 4th Community Celebration Financial Report (City of Paso Robles)

MOTION: Approve the Consent Agenda, as presented. It was moved by Rich Verruni, seconded by Kaitlin Walton, and passed 6-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

General Business

16. Month End Financial Reports
 - a. September 30, 2023 (Cash Basis): Income totaled \$191,306 and expenses totaled \$114,459. As of September 30, 2023, Travel Paso has a total equity position of \$1,616,645.69. The balance sheet reflects Travel Paso's investment accounts, reserves, and interest earned.
 - b. October 31, 2023 (Cash Basis): Income totaled \$137,115 and expenses totaled \$58,427. As of October 31, 2023, Travel Paso has a total equity position of \$ 1,592,071.56. The balance sheet reflects Travel Paso's investment accounts, reserves, and interest earned.

MOTION: Approve the September and October 2023 month end financial reports, as presented. It was moved by Alex Villicana, seconded by Rich Verruni, and passed 6-0 with a roll call vote.

17. Annual Report: Stacie Jacob reviewed Travel Paso’s Annual Report for FY 2022-23. The Board did not suggest any edits or revisions. The Annual Report will be sent to the City Manager and City Council. Travel Paso will request a date/time to present at a City Council meeting. The Annual Report will also be sent to lodging partners and posted on the Travel Paso website.

MOTION: Approve the Annual Report for FY 2022-23, as presented. It was moved by Kaitlin Walton, seconded by John Lozano, and passed 6-0 with a roll call vote.

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

18. 2024 Hospitality and Tourism Awards Program: Stacie Jacob presented the draft 2024 Hospitality and Tourism Awards Program and Nomination Form. Program highlights include:

- Purpose: Recognize the region’s extraordinary individuals whose hospitality and leadership have impacted Paso Robles as a tourism destination.
- 4 Award Categories: Emerging Hospitality Leader Award, Tourism Champion Award, Distinguished Leader Award, and Visitor Experience Award.
- Nominations Accepted: January 15, 2024 - March 31, 2024
- Nomination Form
- Judging: Reviewed blindly by 7 impartial judges selected from Travel Paso’s neighboring communities and tourism groups. Consider selecting judges from drive-market areas generating tourism for Paso Robles such as San Jose.
- Award Announcement: Tourism Round-Up hosted by Travel Paso on May 23, 2024 which is aligned with national travel and tourism week.

MOTION: Approve the 2024 Hospitality and Tourism Awards Program and Nomination Form, as presented. It was moved by Kaitlin Walton, seconded by Rich Verruni, and passed 6-0 with a roll call vote.

19. Tourism Round-Up: The tentative date for the Tourism Round-Up is May 23, 2024. Travel Paso will issue a RFP for venues in December 2023.

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

20. 2024 Community Event Marketing Program Grants: Stacie Jacob reviewed the grant recommendations from the Marketing and Executive Committees and provided a brief overview of each grant proposal.

COMMUNITY EVENTS CATEGORY

ORGANIZATION	EVENT	FINAL AWARD
Estrella Warbirds Museum	Warbirds Wheels and Wings Car Show	\$2,500
REC Foundation	Concerts in the Park	\$2,500
Studios on the Park	First and Third Sundays - Art After Dark	\$3,000
TOTAL		\$8,000

WINE EVENTS CATEGORY

ORGANIZATION	EVENT	FINAL AWARD
Garagiste Events, Inc.	The 13th Annual Garagiste Festival	\$5,000
The Rhone Rangers	The Rhone Rangers Experience	\$3,000
Paso Robles Cab Collective	International CAB Symposium	\$15,000
TOTAL		\$23,000

FESTIVAL/CULTURAL CATEGORY

ORGANIZATION	EVENT	FINAL AWARD
Castoro Cellars Winery	Whale Rock Music & Arts Festival	\$7,000
Vina Robles Amphitheater	2024 Concert Series	\$10,000
The Paderewski Festival	The Paderewski Festival	\$3,000

At Her Table	At Her Table: Women's Week	\$10,000
San Luis Obispo International Film Festival (SLO Film Fest)	San Luis Obispo International Film Festival (SLO Film Fest)	\$3,000
FARMstead ED	Open Farm Days	\$5,000
TOTAL		\$38,500

UNIQUE EVENTS CATEGORY

ORGANIZATION	EVENT	FINAL AWARD
Paso Robles Distillery Trail	Distillery Trail and CA Distillers Assoc. Summit	\$20,000
AIDS/LifeCycle	2024 AIDS/LifeCycle	\$10,000
The Bovine Classic	The Bovine Classic	\$10,000
Templeton Tennis Ranch	Central Coast Tennis Classic	\$7,500
TOTAL		\$47,500

EQUESTRIAN EVENTS CATEGORY

ORGANIZATION	EVENT	FINAL AWARD
Paso Robles Horse Park Foundation	Paso Robles Horse Park Shows	\$10,000
Pacific Coast Cutting Horse Association	PCCHA Trainers Gold Club Roundup	\$10,000
TOTAL		\$20,000

MOTION: Approve the 2024 Hospitality and Tourism Awards Program and Nomination Form, as presented. It was moved by Kaitlin Walton, seconded by Rich Verruni, and passed 6-0 with a roll call vote.

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21. Review Budget Options for Upcoming Marketing Campaigns:

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