

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, November 15, 2022 – 3:00 pm

Hybrid Meeting

In-Person Location: Meeting Room at Oxford Suites Paso Robles, 800 4th Street, Paso Robles, CA 93446
An option for virtual participation was made available via Zoom.

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, Margaret Johnson, Chance Jorgensen, Angela McKee, Victor Popp, Rich Verruni, Alex Villicana, Kaitlin Walton

Absent: John Arnold

Staff: Stacie Jacob, Lacie Johns, Mike Dawson, Julia Meyers, Jamie Smith (Foreword Brand)

Public: Mayor Steve Martin (City of Paso Robles), Paul Sloan (City of Paso Robles), Kristen Buhring (Visit SLO CAL), Matthew Landkamer (Where About)

AB 361

2. Consider Resolution 22-011 invoking teleconference meetings under AB361.

MOTION: Approve Resolution 22-011 as presented. It was moved by Margaret Johnson, seconded by Kaitlin Walton, and passed 7-0 with a roll call vote. Angela McKee arrived late and did not vote on this item.

PUBLIC COMMENT

3. No public comments received.

ANNOUNCEMENTS

- None.

CONSENT AGENDA

4. Meeting Minutes from Executive Committee Meeting on October 11, 2022
5. Meeting Minutes from Executive Committee Meeting on November 9, 2022
6. Meeting Minutes from Board of Directors Meeting on September 20, 2022
7. Travel Paso September and October Marketing Reports
8. Travel Paso September and October Media Reports
9. August Business Intelligence Report
10. August and September STR Reports
11. August and September COVID-19 Recovery Tracker
12. August TOT by Segment Reports (Visit SLO CAL)
13. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
14. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)

MOTION: Approve the Consent Agenda as presented. It was moved by Margaret Johnson, seconded by Kaitlin Walton, and passed 7-0 with a roll call vote. Angela McKee arrived late and did not vote on this item.

NEW BUSINESS, UPDATES & DISCUSSIONS

Imperative #4: Build and Leverage Relationships with our Partners

15. City of Paso Robles Updates:
 - a. Stacie Jacob and Paul Sloan reported that Travel Paso’s Executive Committee participated in a round-table discussion with Willdan regarding the City’s 5-year economic development plan.
 - b. Mayor Steve Martin reported that the following items will be discussed and considered at the November 15, 2022, City Council meeting:

- Update on North County Broadband Strategic Plan
- Second Reading and Adoption of Ordinance 1127 Updating the Municipal Code Street and Alley Frontage Improvements
- Discussion of an Agreement with the 16th District Agricultural Association for the Sale of a Portion of Pioneer Park Property

16. Visit SLO CAL: Visit SLO CAL held a Tourism Summit on November 10, 2022. The summit was well attended. Adam Sachs from Tourism Economics presented and there were several breakout sessions/roundtable discussions. Kristin Buhning, Visit SLO CAL, gave a brief overview of the CA Luxury Forum that was hosted by Visit SLO CAL in October. Victor Popp reported that the next Visit SLO CAL Board meeting is November 16, 2022. Visit SLO CAL announced SLO CAL Welcome, an online customer service-learning program specifically designed for SLO CAL’s travel and tourism industry workers. The estimated time for completion is 3-5 hours. Travel Paso staff will complete the training.

17. Community Events Marketing Program Grants: Stacie Jacob reported that 22 applications were received totaling \$170,000 in requested funds. Travel Paso has \$75,000 budgeted specifically for CEM Program grants and another \$75,000 for community funding to be used at the Board’s discretion. The Marketing Committee reviewed the applications and recommended that the Board consider funding \$83,000 in CEM Program grants and \$15,500 in community funding for a total of \$98,500.

MOTION: Award a total of \$15,500 in funding to the Community Event Marketing Program applicants to be distributed as follows for the Community Events category. It was moved by Victor Popp, seconded by Margaret Johnson, and passed 8-0 with a roll call vote.

COMMUNITY EVENTS CATEGORY

ORGANIZATION	EVENT	MKTG. COMM. RECOMMENDATION	FINAL AWARD
Estrella Warbirds Museum	Warbirds Wheels and Wings Car Show	\$5,000	\$5,000
REC Foundation	Concerts in the Park	\$3,000	\$3,000
Studios on the Park	First and Third Sundays - Art After Dark	\$7,500	\$7,500
TOTAL COMM. EVENTS		\$15,500	\$15,500

MOTION: Award a total of \$10,000 in funding to the Community Event Marketing Program applicants to be distributed as follows for the Wine Events category. It was moved by Margaret Johnson, seconded by Kaitlin Walton, and passed 8-0 with a roll call vote.

WINE EVENTS CATEGORY

ORGANIZATION	EVENT	MKTG. COMM. RECOMMENDATION	FINAL AWARD
Garagiste Events, Inc. a 501c3 Non-Profit Organization	The 12th Annual Garagiste Festival	\$5,000	\$5,000
The Rhone Rangers	The Rhone Rangers Experience	\$5,000	\$5,000
TOTAL WINE EVENTS		\$10,000	\$10,000

MOTION: Award a total of \$32,000 in funding to the Community Event Marketing Program applicants to be distributed as follows for the Festival Events category. It was moved by Angela McKee, seconded by Kaitlin Walton, and passed 5-0 with a roll call vote. Jill Alexander, Victor Popp, and Rich Verruni abstained from voting on this item.

FESTIVALS EVENTS CATEGORY

ORGANIZATION	EVENT	MKTG. COMM. RECOMMENDATION	FINAL AWARD
Castoro Cellars Winery	Whale Rock Music & Arts Festival	\$5,000	\$5,000
Edible Magazine San Luis Obispo	Use My Kitchen, Tell Your Story' Dinner Series	\$6,000	\$6,000
The Paderewski Festival	The Paderewski Festival	\$2,500	\$2,500
At Her Table	At Her Table: Women's Week	\$6,000	\$6,000
San Luis Obispo International Film Festival (SLO Film Fest)	San Luis Obispo International Film Festival (SLO Film Fest)	\$5,000	\$5,000
FARMstead ED	Open Farm Days	\$7,500	\$7,500
TOTAL FESTIVALS		\$32,000	\$32,000

MOTION: Award a total of \$28,500 in funding to the Community Event Marketing Program applicants to be distributed as follows for the Unique Events category. It was moved by Victor Popp, seconded by Angela McKee, and passed 6-0 with a roll call vote. Jill Alexander and Alex Villicana abstained from voting on this item.

UNIQUE EVENTS CATEGORY

ORGANIZATION	EVENT	MKTG. COMM. RECOMMENDATION	FINAL AWARD
Paso Robles Distillery Trail	Distillery Trail Weekend	\$8,500	\$8,500
Wine Country Runs	Paso Robles Wine Country Runs 10K & Half Marathon	\$5,000	\$5,000
The Bovine Classic	The Bovine Classic	\$15,000	\$15,000
TOTAL UNIQUE EVENTS		\$28,500	\$28,500

MOTION: Award a total of \$12,500 in funding to the Community Event Marketing Program applicants to be distributed as follows for the Equestrian Events category. It was moved by Rich Verruni, seconded by Angela McKee, and passed 8-0 with a roll call vote.

EQUESTRIAN EVENTS CATEGORY

ORGANIZATION	EVENT	MKTG. COMM. RECOMMENDATION	FINAL AWARD
Paso Robles Horse Park Foundation	Paso Robles Horse Park Shows	\$10,000	\$10,000
Redwings Horse Sanctuary dba Horsepower Sanctuaries	Redwings Horse Sanctuary Block Party and Annual Fundraiser	\$2,500	\$2,500
TOTAL EQUESTRIAN EVENTS		\$12,500	\$12,500

Imperative #1: Actively Lead the Tourism Community in Paso Robles

18. Mid-Week and Corporate Travel Strategy:

- a. Corporate Meeting Planner FAM – March 22-24, 2023: A detailed RFP was sent to lodging, transportation, and restaurant partners as well as meeting planners. The next step is to select a meeting planner.
 - 5 responses from lodging partners
 - 2 responses from transportation partners
 - 1 response from a restaurant partner to host the opening night dinner/reception
 - 2 responses from meeting planners

The “Paso in a Box” Webinar will take place on January 12, 2023 at 11am. Guest invites for the

webinar are due November 30, 2022.



Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization

19. 2023 Strategic Plan Update: Strategic Planning Facilitator Matthew Landkamer provided an overview of the process and outcomes and highlighted alignments and differences between the current and previous strategic plans. The Board is invited to share any comments/questions/requests for clarification over the next month. The final version of the strategic plan will come back to the Board for approval at the January Board meeting.
20. Update on Audit for FY 2021-22: Stacie Jacob reviewed the draft audit report. The primary recommendation from the auditor is to move from a cash to accrual-based accounting method. The final audit report will be presented at the January Board meeting. The Board also requested to review the operating reserve policy at the January Board meeting and discuss the account's rate of return and how the money could be invested.
21. September and October 2022 Financials: Stacie Jacob reviewed the September and October 2022 financial reports. As of September 30, 2022, income for the month totaled \$213,545, expenses totaled \$114,551.06, and Travel Paso had a total equity position of \$1,549,085.18. As of October 31, 2022, income for the month totaled \$175,354, expenses totaled \$78,114.06, and Travel Paso had a total equity position of \$1,647,162.96. Actual revenue totals are trending about 3.5-4% behind Travel Paso's projected income targets. Expenses remain on target and within budget. The Executive Committee and Board will continue to monitor this on a monthly basis.
MOTION: Approve the September and October 2022 financial reports as presented. It was moved by Margaret Johnson, seconded by Angela McKee, and passed 8-0 with a roll call vote.
22. RFP Process + Timeline for Contracts: Travel Paso will prepare RFPs for professional services for multi-year contracts for organizational management, marketing, and SEO. The RFPs will be reviewed at the January Board meeting with the goal of having contracts in place prior to June 2023. The RFP will be advertised on Travel Paso's website and in the Industry Newsletter as well as the City's website.

Imperative #3: Define, Develop and Steward the Paso Robles Brand

23. Advertising/Media Plan January – June 2023: Stacie Jacob reviewed the draft Advertising/Media Plan for January through June 2023. The two primary tenets of the plan are building brand awareness and lead generation/engagement. The geographic range is San Jose to Los Angeles. The total advertising/media spend is roughly \$580,000. The dollar amount was already approved in Travel Paso's budget for FY2022-23. The plan details the media mix, schedule, and next steps. Stacie Jacob also played the draft Bottle it Up video as part of this agenda item.
24. San Jose Earthquakes Sponsorship for 2023: Stacie Jacob reviewed the year end report of activations, impressions, and successes. The Board would like to renew the sponsorship for 2023 for \$61,000.
MOTION: Approve the 2023 San Jose Earthquakes sponsorship. It was moved by Victor Popp, seconded by Margaret Johnson, and passed 8-0 with a roll call vote.

ADJOURN AT 5:07pm

MOTION: Adjourn the meeting at 5:07 pm. It was moved by Victor Popp, seconded by Margaret Johnson, and passed 8-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR JANUARY 17, 2023, at 3pm