

MEETING MINUTES – Travel Paso Board of Directors – Regular Meeting



Tuesday, November 16, 2021 – 3:00 pm

Hybrid Meeting

The SANDBOX Meeting Room, 1345 Park Street, Paso Robles, CA 93446, and Via Zoom

CALL TO ORDER & ROLL CALL

1. The meeting was called to order at 3:01pm by Chair John Arnold with a roll call.

Present: John Arnold, Bill Roof, Margaret Johnson, Alex Villicana, Kathy Bonelli, Angela McKee, Victor Popp

Absent: Paul Haught, Rich Verruni

Staff: Stacie Jacob, Lacie Johns, Mike Dawson, Stephanie Bertoux

Public: Mayor Steve Martin (City of Paso Robles), Paul Sloan (City of Paso Robles), Melissa Murray (Visit SLO CAL)

CEM Program Applicants: Carol Verstuyft (Estrella Warbirds Museum), Wyatt Lund (REC Foundation), Teresa Dellaganna (Hospice du Rhone), Cathy David (Paterewski Festival), Lynette Sonne (FarmSTEAD ED), Kim Rodriguez (The Rhone Rangers), Norma Mou (Paso Robles Downtown), Skye McLennan (SLO International Film Festival), Amanda Diefenderfer and Hanna Meisinger (Paso Robles Horse Park)

AB361

Resolution 21-002 to Invoke AB361 for Virtual Meetings was passed on October 19, 2021.

PUBLIC COMMENT

2. No public comments received.

ANNOUNCEMENTS

Travel Paso Holiday Party on December 1, 2021, at 4:30pm, at Sensorio

CONSENT AGENDA

3. Travel Paso Board Meeting Minutes from October 19, 2021
4. Travel Paso October Marketing Report
5. Travel Paso October Media Report
6. September Business Intelligence Report
7. September STR Reports (Travel Paso)
8. September Covid-19 Recovery Tracker
9. August TOT by Segment Report

MOTION: Approve the Consent Agenda as presented. It was moved by Bill Roof, seconded by Margaret Johnson, and passed 7-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

Imperative #4: Build and Leverage Relationships with our Partners

10. Chamber / PRWCA Collaboration Update and Next Steps: Steffanie Medina, FLOW LLC, has been hired as a mediator / facilitator. The intent is to further define roles of the Chamber, Travel Paso, and PRWCA. Representatives from each working group have been identified and will participate in one-on-one interviews and group discussions. John Arnold, Alex Villicana, and Angela McKee will represent Travel Paso.
11. Community Event Marketing Program: Applications were due on November 3, 2021. Travel Paso received 12 applications totaling \$89,000 in grant requests. Travel Paso has \$71,500 remaining in the

budget for this grant funding cycle. The applications were circulated to the Board prior to the meeting. All 12 applicants were invited to the meeting to present more information about their respective events and the associated impacts on tourism. Following the presentations, the Board discussed each application and reviewed the recommendations from the Marketing Committee.

MOTION: Award a total of \$71,500 in funding to the Community Event Marketing Program applicants to be distributed as follows. It was moved by Angela McKee, seconded by Victor Popp, and passed 7-0 with a roll call vote.

ORGANIZATION	EVENT	MKTG. COMM. RECOMMENDATION	FINAL AWARD
Downtown Paso Robles Main Street Association	Paso Robles Olive Festival & Central Coast Lavender Festival	\$5,000	\$5,000
Estrella Warbirds Museum	Warbirds Wheels and Wings Car Show	\$5,000	\$5,500
FARMstead ED	Open Farm Day: an agriCULTURAL Fundraiser	\$5,000	\$5,500
Garagiste Events, Inc. a 501c3 Non-Profit Organization	The 11th Annual Garagiste Festival	\$10,000	\$10,000
Hospice du Rhône	2022 Hospice du Rhône Paso Robles	\$10,000	\$10,000
Paso Robles Horse Park Foundation	Paso Robles Horse Park 2022 Show Series	\$10,000	\$10,000
REC Foundation	Paso Robles Concerts in the Park	\$3,000	\$3,000
San Luis Obispo International Film Festival	SLO Film Festival	\$5,000	\$5,000
Studios on the Park	First Saturday Celebrations (Art and About Paso)	\$5,000	\$5,000
The Paderewski Festival	The Paderewski Festival	\$2,500	\$2,500
The Rhone Rangers	The Rhone Rangers Experience and The Rhone Rangers Celebrates International Grenache Day	\$5,000	\$5,000
Three Speckled Hens	Three Speckled Hens	\$5,000	\$5,000
TOTAL		\$70,500	\$71,500

12. City of Paso Robles Updates

- a. Two people were appointed to vacant seats on the Airport Commission.
- b. The Paso Robles Diversity Panel will meet on November 17, 2021
- c. The City of Paso Robles has appointed a new Assistant City Manager, Chris Huot, effective Jan. 3, 2022.
- d. The Spaceport Technical Advisory Committee (TAC) has been formed and recently held its first meeting.

13. Community Updates

- a. Visit SLO CAL Board Update – Victor Popp reported that Visit SLO CAL will meet on November 17, 2021.

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

14. Mid-Week and Corporate Travel Strategy

- a. San Jose Earthquakes Sponsorship Updates: Year 1 of a three-year sponsorship is wrapping up. Travel Paso postcards were distributed to Earthquakes’ executive team, box holders, and players. A sweepstakes will be promoted via their social media platforms and wine will be distributed to players and box holders at the last game in November. Two players are interested in a trip to Paso Robles. After a brief discussion, it was agreed that Travel Paso will not renew their sponsorship for the 2022 and 2023 seasons. The exposure and brand awareness generated in Bay Area for Travel Paso was positive. Travel Paso will continue to look for other promotional opportunities in the Silicon Valley.

MOTION: Travel Paso will exercise the option in the contract to cancel sponsorship for the 2022 and 2023 San Jose Earthquakes’ season. It was moved by Alex Villicana, seconded by Victor Popp, and passed with a 7-0 roll call vote.

- b. Corporate Travel Task Force Update: The Task Force developed a two-pronged strategy to build awareness and capture the first wave of 2022 corporate planning and booking.
 - i. Paso “In the Box”: A meeting held via Zoom to introduce corporate planners to the area and present the amenities that Paso Robles has to offer. Each attendee will receive a customized box with contents that reflect the Paso Robles Experience prior to the meeting. The goal is 100 attendees. Target January 20, 2022 for the Zoom presentation. Presentation will include highlights from all sectors: meeting venues, hotels, transportation, wineries, leisure activities, etc.
 - ii. Paso “Out of the Box” Experience: Capitalize on the interest generated from the Zoom meeting and invite planners to visit the area. Sample itinerary below. Target March 10-13, 2022 for hosting planners in person.
 - iii. Sample Itinerary for “Out of the Box” Experience (Thursday – Sunday)
 - a. Target March 10-13, 2022
 - b. Travel on Thursday with welcome reception at Sensorio
 - c. Half-day “trade show” on Friday at Cass Winery
 - d. Develop 2-3 options for “mini excursions” on Saturday to provide the Paso Experience. This would include hotels, wineries, meeting venues, transportation, and other activities to showcase what Paso Robles has to offer corporate meeting planners.

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

15. October 2021 Financials

MOTION: Approve the October 2021 Financials as presented. It was moved by Margaret Johnson, seconded by Bill Roof, and passed 7-0 with a roll call vote.

16. Visitor Profile Study and Equity, Diversity, and Inclusion Asset Alignment Study – SLO CAL and Paso Robles: Data will be released in November at the tourism summit presented by Visit SLO CAL. The results will be discussed at the November Board meeting.

- a. The Visitor Profile surveys were administered in July 2021. A total of 2,776 surveys were completed with travelers in California
- b. The EDI surveys were conducted from July 9 - August 4, 2021. A total of 1,199 interviews were completed. The study focused on five specific audience segments: Black travelers, Hispanic travelers, Asian travelers, Travelers with disabilities, and LGBTQ+ travelers.
- c. Travel Paso will work to synthesize the top 5 takeaways into planning initiatives to be reviewed at a future meeting.

17. TID Renewal of District Management Plan Update: The draft MDP has been submitted to City staff for review and comment. Once the final MDP and petition have been approved by City staff, the petition drive will commence, likely in December 2021.

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

18. Marketing Highlights:

- a. Website views are up 14,000 over this time last year
 - b. The average time spent on the Travel Paso website is up 84% from this time last year
 - c. Email marketing has 13,172 total subscribers
 - d. Social media: over 21,000 followers on both Instagram and Facebook
 - e. Media summary: October 2021 saw more than 600 million positive impressions for Paso Robles as a destination.
19. Paso Presents Campaign Update: Fore the Love of Golf was launched in September. The story received positive feedback. Travel Paso is currently building the asset pool and content for four more stories. Coffee Concerto will be the next feature in late January/early February 2022.

ADJOURNMENT AT 5:16pm

MOTION: Adjourn the meeting at 5:16pm. It was moved by John Arnold, seconded by Alex Villicana, and passed 7-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR JANUARY 18, 2022, at 3pm