

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, November 19, 2024 – 2:00 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 2:03pm by Chair Alex Villicana with a roll call.

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

Absent: Rich Verruni

Staff: Stacie Jacob, Lacie Johns, Tracy Dauterman

Guests: Councilmember Roden (City of Paso Robles); Mayla Lohnes (Visit SLO CAL), Jamie Smith (Foreword Brand Marketing)

PUBLIC COMMENT

2. No public comment.

ANNOUNCEMENTS

- Travel Paso Holiday Cocktails – December 4, 2024, 5-6:30pm, 1122 in Paso Robles
- Lacie Johns resigned from Solterra Strategies
- Tracy Dauterman recently joined Solterra Strategies as a Deputy Director

CONSENT AGENDA

3. Meeting Minutes from Board of Directors Meeting on September 25, 2024
4. Meeting Minutes from Executive Committee Meeting on November 13, 2024
5. Meeting Minutes from Executive Committee Meeting on October 9, 2024
6. Travel Paso September and October Marketing Reports
7. Travel Paso September and October Media Reports
8. September Community Performance Report (Visit SLO CAL)
9. August and September STR Reports
10. August TOT Summary Report (Visit SLO CAL)
11. September Wineries Report (Visit SLO CAL)

MOTION: Approve the Consent Agenda, as presented. It was moved by Angela McKee, seconded by Victor Popp, and passed 8-0 with a roll call vote.

NEW BUSINESS, UPDATES & DISCUSSIONS

Presentations

12. 2024 July 4th Community Celebration: Freda Berman, City of Paso Robles, reported the following financial re-cap of the event.
 - Financial Re-Cap: Expenses totaled \$161,536 and exceeded revenue by approximately 5%. The City will cover the overage.
 - \$153,500 Revenue
 - Sponsorships: \$65,000 City of Paso Robles, \$25,000 Travel Paso, and \$34,000 from other sponsors
 - \$29,500 in carry over funds from the previous year as well as in-kind donations
 - The City's Planning Committee for the 2025 event will meet in January and will explore options to reduce costs/scope of the event and/or increase the number of sponsorships and volunteers.
 - The City is requesting a \$50,000 sponsorship from Travel Paso for the 2025 event.

General Business

13. Month End Financial Reports:

- September 2024 - Income totaled \$195,088 and expenses totaled \$84,564. As of September 30, 2024, Travel Paso has a total equity position of \$1,400,129.67. \$49,172.13 has been accrued in interest from Travel Paso investment accounts.
- October 2024 - Income totaled \$195,852 and expenses totaled \$147,600. As of October 31, 2024, Travel Paso has a total equity position of \$1,429,952.96. \$29,172.13 has been accrued in interest from Travel Paso investment accounts after the \$20,000 contribution to the Travel Paso Scholarship Fund.

MOTION: Approve the September 2024 and October 2024 month end financial reports, as presented. It was moved by Jill Alexander, seconded by John Arnold, and passed 8-0 with a roll call vote.

- FY 23-24 Audit: The audit for FY 23-24 is being prepared by Glenn Burdette. It is anticipated that a draft will be reviewed at the January 21, 2025 Board meeting.

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

- Community Event Marketing Grants: The application period was open from August 19, 2024 through October 18, 2024. The applications were reviewed by the Grants Subcommittee, Travel Paso staff, and the Executive Committee. There is \$100,000 in the approved FY 24-25 budget earmarked for the community event marketing grants. Stacie Jacob reviewed the recommended slate of grant recipients totaling \$97,000.

COMMUNITY EVENTS CATEGORY

ORGANIZATION	EVENT	FINAL AWARD
Estrella Warbirds Museum	Warbirds Wheels and Wings Car Show	\$2,500
REC Foundation	Concerts in the Park	\$3,500
Studios on the Park	First and Third Saturdays	\$5,000
Paso Robles Main Street Assoc.	Olive & Lavender Festival / Dia de los Muertos Festival	\$2,500
TOTAL		\$13,500

WINE EVENTS CATEGORY

ORGANIZATION	EVENT	FINAL AWARD
Garagiste Events, Inc.	Annual Garagiste Festival	\$7,500
The Rhone Rangers	The Rhone Rangers Experience	\$5,500
LXV Wine	Cab Franc Day	\$2,500
TOTAL		\$15,500

FESTIVAL/CULTURAL CATEGORY

ORGANIZATION	EVENT	FINAL AWARD
Castoro Cellars Winery	Whale Rock Music & Arts Festival	\$7,500
The Paderewski Festival	The Paderewski Festival	\$3,000
Mujeres de Acción	Hispanic Heritage Festival	\$2,500
FARMstead ED	Open Farm Days	\$7,500
TOTAL		\$20,500

UNIQUE EVENTS CATEGORY

ORGANIZATION	EVENT	FINAL AWARD
Paso Robles Distillery Trail	Distillery Trail Weekend	\$7,500
American Junior Golf Assoc.	AJGA Preview	\$5,000
AIDS/LifeCycle	2025 AIDS/LifeCycle	\$5,000

The Bovine Classic	The Bovine Classic	\$7,500
Camp Roberts Morale, Welfare, and Recreation	Buzz Marathon	\$2,500
TOTAL		\$27,500

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 slate of Community Event Marketing grants for FY 24-25 totaling \$97,000, as presented. It was moved by Angela McKee, seconded by Kaitlin Walton, and passed 8-0 with a roll call vote.

16. Tourism Economics Studies: Visit SLO CAL would like to partner with Travel Paso to complete two tourism economic studies – Lodging Forecast and 2024 Economic Impact Study. The cost for Travel Paso to participate ranges from \$8,500 to \$13,000. Travel Paso has a line item for research in the approved budget for FY 24-25 and will allocate \$10,000 toward these efforts. The 2024 Economic Impact Study is proposed to be completed by Beacon Economics who is also under contract working with PRWCA and the City of Paso Robles. The scope of work for the Visit SLO CAL/Travel Paso study would supplement and complement the ongoing efforts. The City of Paso Robles may fund a portion of the 2024 Economic Impact Study.

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

17. Budget for 2025 Savor Paso Campaign: Stacie Jacob reviewed the marketing strategies and proposed budget for the upcoming campaign (January – June 2025). Highlights include:
 - Total Campaign Spend: \$710,000 in 2025 vs. \$752,000 in 2024. Note that the 2024 amount included the San Jose Sharks sponsorship which is included as a separate line item for 2025.
 - Digital, OOH, TV - \$510,000
 - Media Partners - \$172,250
 - Remaining Budget - \$27,750 to be allocated between CA Travel Guide, Sojern, SF Gate, Park Cinemas, and/or other opportunities that arise.
 - Audience Geography: San Jose DMA, LA County, OC County, San Diego DMA, Ventura, Santa Barbara, Fresno, and Bakersfield.
 - Creative Concepts and Marketing Strategies: Tastemakers (Food/Drink), Outdoor Adventure (Couples/Groups), and Family Travel.
 - Digital Partners include Google, Meta, YouTube, and Spectrum.
 - Media Partners include Weekend Sherpa, Sojern, Tiny Beans, SF Gate, CBS/Paramount+, Wallstreet Journal, and Edible.
 - Providing opportunities for partner integration (lodging, activities, sights, dining/drink and strategic partners) is central to the campaign strategy. Travel Paso is offering partners an exclusive opportunity to participate in a co-op digital marketing program with Sojern to further assist in attracting visitors. Travel Paso partners will receive a 3:1 value on their investment with a match investment from Travel Paso and a match in media value from Sojern. The deadline for participating is December 12, 2024 and requires a three-month commitment. This line item is included in the campaign budget.

MOTION: Approve the 2025 Savor Paso campaign budget in the amount of \$710,000, as presented. It was moved by Hemant Patel, seconded by John Arnold, and passed 8-0 with a roll call vote.

18. Atascadero Fall Fest Shuttle Sponsorship: After discussion with the Executive Committee, Travel Paso sponsored in the amount of \$1,000. Travel Paso was recognized on the event website (shuttle page and

lodging page) and on each shuttle. There were four drop-off/pick up locations in Paso Robles on November 16, 2024. Travel Paso will continue to look for opportunities to collaborate with local communities.

19. 2025 Tourism Round Up – May 8, 2025:

- a. Venue RFP Review: 6 responses were received. Travel Paso staff recommended selecting the Paso Robles Inn and the Board supported that recommendation. Benefits include: downtown location, newly renovated, on-site catering /buffet style lunch for \$35 person, tables/chairs/linens and AV rentals, outside alcohol can be brought in allowing Travel Paso to fully embrace our partners as part of the experience. The fee is \$9,500. A reception add-on at the outdoor garden area is being discussed.
- b. Keynote Speaker: Dr. Chris Thornberg, Beacon Economics, will be the keynote speaker. This is timely based on the collaboration for the tourism economic impact studies discussed under #16 above.

20. 2025 Tourism & Hospitality Awards: The Call for Nominations will be announced on January 8, 2025 and will be open for eight weeks. The Board selects the Distinguished Leader Award in March 2025. The other awards will be determined by the judge's panel.

21. Giving Back Scholarship Program: Travel Paso will award scholarships in May/June 2025. The SLO Community Foundation is administering the scholarship program per the terms of the agreement.

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

22. Collaboration with PRWCA: Travel Paso and PRWCA collaborated to attend the San Diego Bay Wine & Food Festival on November 7-8, 2024. More than 20 Paso Robles area partners participated.

23. City of Paso Robles General Updates:

- a. Holidays in the Park kicks off next Friday, November 30, 2024.
- b. Consider \$50,000 Sponsorship Request for 2025 July 4th Community Celebration:
MOTION: Sponsor the 2025 July 4th Community Celebration in the amount of \$35,000. Travel Paso Board members will volunteer to help solicit additional sponsorships with a goal of an additional \$15,000 raised to support the event. It was moved by John Arnold, seconded by Victor Popp, and passed 7-0 with a roll call vote. Director McKee left early and did not vote on this item.

24. Community Updates

- a. Victor Popp has been elected to the PRWCA Board of Directors
- b. Travel Paso spearheaded the Collaboration Meeting with PRWCA, the Paso Robles Chamber, and the City of Paso Robles that was held on October 22, 2024. The next meeting is set for February 2025.

FUTURE AGENDA ITEMS

January 21, 2025 Board Meeting:

- Social Media Content Plan with Partner Integration Options
- Sponsorship Requests - PRWCA, Mid-State Fair
- Update on 2025 Savor Paso Event in San Jose

ADJOURN

The meeting was adjourned at 4:30 pm.

NEXT MEETING IS SCHEDULED FOR JANUARY 21, 2025 at 3pm