

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, July 19, 2022 – 3:00 pm

Hybrid Meeting

In-Person Location: Meeting Room at The Sandbox, 1345 Park Street, Paso Robles, CA 93446

An option for virtual participation was made available to the public via Zoom.

CALL TO ORDER & ROLL CALL

1. The meeting was called to order at 3:00pm by Chairman Alex Villicana with a roll call.

Present: John Arnold, Margaret Johnson, Chance Jorgensen, Angela McKee, Victor Popp, Alex Villicana, Kaitlin Walton

Absent: Jill Alexander

Staff: Stacie Jacob, Lacie Johns, Mike Dawson

Public: Mayor Steve Martin (City of Paso Robles), Paul Sloan (City of Paso Robles), Kristen Buhning (Visit SLO CAL), Riley Grim (Visit SLO CAL)

AB 361

2. Consider Resolution 22-007 renewing teleconference

MOTION: Approve the Resolution 22-007 as presented. It was moved by John Arnold, seconded by Margaret Johnson, and passed 6-0 with a roll call vote. Angela McKee arrived late and did not vote on this item.

PUBLIC COMMENT

3. No public comments received.

ANNOUNCEMENTS

- John Arnold and Margaret Johnson volunteered to participate in the Tourism and Hospitality Economic Development Roundtable on August 1 on behalf of Travel Paso.
- A Brown Act training video, courtesy of the City of Paso Robles, was sent to the Board.

CONSENT AGENDA

4. Meeting Minutes from Executive Committee Meeting on July 7, 2022
5. Meeting Minutes from Board of Directors Meeting on June 21, 2022
6. Travel Paso June Marketing Report
7. Travel Paso June Media Report
8. May Business Intelligence Report
9. May COVID-19 Recovery Tracker
10. April TOT by Segment Report

MOTION: Approve the Consent Agenda as presented. It was moved by Margaret Johnson, seconded by Victor Popp, and passed 6-0 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

11. City of Paso Robles Updates:
 - a. Mayor Steve Martin reported that the following items will be discussed and considered at the July 19, 2022, City Council meeting:
 - San Luis Obispo County Strategic Plan to Reduce Homelessness
 - Approval of Contribution Agreements for Fiscal Years 2022-23 and 2023-24 with Paso Robles Wine Country Alliance and Paso Robles Main Street Association
 - Agreement with the 16th District Agricultural Association for the Sale of a Portion of Pioneer Park Property

- b. July 4th Independence Day Community Celebration: The event took place at Barney Schwartz Park, 2-10pm. Amenities and activities included free admission and parking, KidZone, music throughout the day, concession stand and food trucks, and fireworks show at 9:30pm. The feedback from the community was positive. Travel Paso will invite Freda Berman from the City of Paso Robles to present a more detailed re-cap of the event including a financial update at the August 16, 2022, Board meeting. Travel Paso and the City of Paso Robles were the lead sponsors.
12. Visit SLO CAL: Travel Paso will invite Chuck Davison, CEO of Visit SLO CAL, to attend the August 16, 2022, board meeting to present Visit SLO CAL's plans and priorities for FY 2022-23. Aaron Graves is the Chair of Visit SLO CAL's Executive Committee for FY 2022-23. Victor Popp reported that the next Visit SLO CAL Board meeting is scheduled for September 21, 2022, and the Events and Festivals Strategy meeting is August 12, 2022. Visit SLO CAL won the bid to host the California Luxury Forum, October 23-26.
13. PRWCA Collaborations:
- a. San Diego Market Visit: Travel Paso joined the PRWCA for a Grand Tasting Tour visit to San Diego on Thursday, June 23, 2022. Paso Robles area wineries, breweries, distilleries, hospitality, and visitor serving businesses also participated. More than 380 consumers attended.
 - b. Dallas and Phoenix Market Visits: The PRWCA is planning market visits to Dallas and Phoenix. The PRWCA Team will be invited to a future Travel Paso Board meeting to discuss the details.

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

14. Mid-Week and Corporate Travel Strategy:
- a. Wine Enthusiast Magazine is hosting its [Annual Media Conference](#) in Paso Robles Wine County July 31-August 3, 2022 for roughly 50 people. This opportunity is a collaboration between Travel Paso and the Paso Robles Wine Country Alliance (PRWCA). The overall budget is \$120,000 with PRWCA and Travel Paso each contributing \$35,000. The difference will be funded by lodging/winery/transportation partner buy-in. Travel Paso and the PRWCA have reached out to industry partners via the Travel Paso newsletter to determine partner availability and secure quotes to create a full working budget and 3-day itinerary. RFPs continue to be sent. The Travel Paso Board is invited to attend the welcome reception at Daou Vineyards on July 31, 2022.

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

15. PRTID Renewal: On June 7, 2022, the City Council unanimously approved the PRTID Renewal for 10 years. The 30-day period for the public to contest is now closed and the renewal is complete.
- a. Anti-Trust Statement: Stacie Jacob reviewed Visit SLO CAL's anti-trust statement as an example. The Board liked the statement but agreed to strike the last sentence. The revised statement will be reviewed at the July 2022 Executive Committee and Board of Directors meetings.
 - b. Constituent Letter: Stacie Jacob reviewed the draft constituent letter. The Board suggested adding a statement about Travel Paso's monthly board meetings and providing a link to the agenda section of the website.
 - c. Press Release: Stacie Jacob presented the draft press release that will be sent out via Travel Paso's Industry Newsletter on 07/21/22. The Board suggested adding a quote from Chairman Villicana to the press release and would like to send the release to Paso Robles Magazine. Paul Sloan offered to put the release in the City's Economic Development newsletter.
 - d. Management Contract with the City of Paso Robles: Stacie Jacob reviewed the post-formation task list that Travel Paso will be required to complete. Travel Paso staff will begin drafting the management contract with the City and will bring present a draft at a future board meeting.
16. Procurement Policy: The Board reviewed and discussed the draft Procurement Policy.

MOTION: Approve the Procurement Policy as presented. It was moved by Victor Popp, seconded by Angela McKee, and passed 7-0 with a roll call vote.

17. Audit for FY 2021-22:
- a. Proposal for Audit for FY 2021-22: The Board discussed the proposal from Glenn Burdette to perform an audit of Travel Paso for FY 2021-22. Fees for the audit will be based on actual time

spent at Glenn Burdette's standard hourly rates. The audit fee is estimated to be \$15,000, which includes a 10% discount for the Organization's nonprofit status. There would be an additional one-time fee of \$2,500 for auditing the beginning of the year balances which is standard practice in the first year of an audit.

MOTION: Approve the proposal from Glenn Burdette to perform a financial audit for FY 2021-22 as presented. It was moved by John Arnold, seconded by Margaret Johnson, and passed 7-0 with a roll call vote.

- b. Audit Checklist: Stacie Jacob reviewed the audit checklist. Travel Paso has most of the items on the checklist readily available. However, there are several items that will require additional Travel Paso staff time and Connect Accounting staff time to gather in preparation for the audit.
18. Conflict of Interest: Travel Paso's Conflict of Interest Policy was circulated to the Board as part of the agenda packet. Board members were asked to sign and return the annual disclosure statement.
19. Board of Directors:
- a. Set Terms: Due to the timing of the District's renewal, all Board members were elected at the same time with terms beginning July 1, 2022. Per the bylaws, the Directors can serve for staggered terms of one and two years. The Board discussed the terms.
- MOTION:** Appoint Alex Villicana, Margaret Johnson, Angela McKee, and Victor Popp for a two-year ending June 30, 2024, and appoint John Arnold, Jill Alexander, Chance Jorgensen, and Kaitlin Walton for a one-year term ending June 30, 2023. It was moved by Margaret Johnson, seconded by Victor Popp, and passed 7-0 with a roll call vote.
- b. Board Vacancy: There is one open seat on the Board due to Paul Haught's resignation. The Board would like to re-post the vacancy in the Travel Paso Industry newsletter to solicit interest. The position is at-large so anyone within the tourism ecosystem can apply. This item will be placed on the August board agenda.
 - c. Meeting Schedule: The Board will meet on the third Tuesday of each month at 3pm for FY 2022-23 except for December, February, and April.
20. Strategic Planning Process: Stacie Jacob outlined the following schedule for strategic planning. The Board reviewed the draft survey and suggested the following edits: Question #5: remove higher ed and separate wineries into one response category and breweries/distilleries into one response category; Question #7: Change visitor information to Visitor Center and add website and perhaps an open comment field.
- a. July 18: Survey Launch
 - b. Week of August 1: Participant Interviews with the Moderator
 - c. September 7, 2022: Marketing Committee Focus Group (via Zoom)
 - d. October 12 and 13, 2022: Strategic Planning Workshop (In-Person)
21. June 2022 Financials: Stacie Jacob reviewed the June 2022 financial report. Income to date for FY 2021-22 totaled \$1,904,802. Expenses to date for FY 2021-22 totaled \$1,676,805. Travel Paso is in the process of the closing out the books for FY 2021-22. The year-end totals will be reviewed at the August board meeting. As of June 30, 2022, Travel Paso has a total equity position of \$1,189,891.87.

MOTION: Approve the June 2022 financial report as presented. It was moved by Angela McKee, seconded by Victor Popp, and passed 7-0 with a roll call vote.

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

22. FY 2022-23 Plans and Priorities: This item will be placed on the August board meeting.

New Business:

23. Select a representative to serve on the City's Supplemental Sales Tax Oversight Committee. Victor Popp volunteered to represent Travel Paso on the Committee and will submit the application to the City for consideration.

ADJOURN AT 4:55pm

MOTION: Adjourn the meeting at 4:55 pm. It was moved by Margaret Johnson, seconded by Chance Jorgensen, and passed 7-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR AUGUST 16, 2022, at 3pm

Accepted by:

Victor Popp, Secretary of the Board
Travel Paso
August 16, 2022