

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, August 16, 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: Jill Alexander, John Arnold, Margaret Johnson, Angela McKee, Victor Popp, Alex Villicana, Kaitlin Walton

Absent: Chance Jorgensen

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

Public: Mayor Steve Martin (City of Paso Robles), Paul Sloan (City of Paso Robles), Shonna Howenstine (City of Paso Robles), Freda Berman (City of Paso Robles), Kristen Buhring (Visit SLO CAL), Alyssa Manno (Visit SLO CAL), Joel Peterson (PRWCA), Chris Taranto (PRWCA)

AB 361

2. Consider Resolution 22-008 renewing teleconference

MOTION: Approve the Resolution 22-008 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

- The Board recognized and thanked immediate Past Chair John Arnold for his service and dedication to Travel Paso and for his leadership during the PRTID renewal process.

CONSENT AGENDA

4. Meeting Minutes from Board of Directors Meeting on July 19, 2022
5. Travel Paso July Marketing Report
6. Travel Paso July Media Report
7. June Business Intelligence Report
8. June STR Report
9. June COVID-19 Recovery Tracker
10. May 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)

MOTION: Approve the Consent Agenda as presented. It was moved by Victor Popp, seconded by Kaitlin Walton, 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

13. City of Paso Robles Updates:
 - a. Mayor Steve Martin reported that the following items will be discussed and considered at the August 16, 2022, City Council meeting:
 - Consideration of Revised MOU between the City and ECHO

- Discussion of Connecting Cal Poly with the Paso Robles Space Innovation and Technology Park

- b. Financial Re-Cap of July 4th Independence Day Community Celebration: Freda Berman and Shonna Howenstine, from the City of Paso Robles, presented a financial re-cap of the event. More than 110,000 people were in attendance. The total budget was \$125,000. Expenses totaled \$111,756.00 and includes \$20,872.00 of staff overtime required to manage the event.

14. Visit SLO CAL: Victor Popp reported that the next Visit SLO CAL Board meeting is scheduled for September 21, 2022. Stacie Jacob reported that the first Events and Festival strategy meeting was held on August 12. Kristin Buhring, Visit SLO CAL, gave a brief overview of the CA Luxury Forum that will be hosted by Visit SLO CAL in October. The itinerary is still being developed.

15. PRWCA Collaboration – Paso Wine on the Road

Dallas and Phoenix Market Visits: The PRWCA is planning market visits to two direct-fly markets - Dallas on October 5-7 and Phoenix on October 26-28 - and would like to partner with Travel Paso similar to the recent successful partnership for the San Diego market visit in June 2022. Joel Peterson and Chris Taranto, from the PRWCA, presented the following proposal. The PRWCA will be in the two markets with approximately 20 wineries from Paso Robles. Each market visit will have a trade and media tasting and a separate consumer tasting for approximately 300 paid guests. The goal is to showcase how special Paso Robles is as a destination and relay the message there is a direct flight to the region from their city. Travel Paso will have a featured location at the tastings. The PRWCA is requesting a \$5,000 sponsorship per city from Travel Paso. Travel Paso would be responsible for their travel costs, rental costs, staff time, shipping, marketing materials, swag, etc. which is estimated to be \$10,000 per market visit. Additionally, PRWCA’s CDFA Grant, which is helping fund this, will allow PRWCA to spend \$50,000 in digital ads in the two markets this fall. These ads will be focused on the Paso Robles region and its wines.

MOTION: Approve Travel Paso’s participation and total sponsorship of \$10,000 for PRWCA’s Paso Wine on the Road market visits with \$5,000 allocated to Dallas, TX and \$5,000 allocated to Phoenix, AZ. It was moved by Margaret Johnson, seconded by Victor Popp, and passed 7-0 with a roll call vote.

16. Community Grants Application and Timeline: Stacie Jacob reviewed the draft grant application, acceptance letter, and post-event recap form required from each grant recipient. The proposed selection process and timeline is as follows: Release the applications on September 1, 2022 with a due date of November 1, 2022. The applications will be reviewed by the Marketing Committee at their meeting on November 8, 2022 who will make a recommendation to the Board for consideration and award at the November 15, 2022 Board meeting.

MOTION: Approve Travel Paso’s Community Grant application, acceptance letter, post-event re-cap form, timeline and award process, as presented. It was moved by John Arnold, seconded by Margaret Johnson, and passed 7-0 with a roll call vote.

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

17. Mid-Week and Corporate Travel Strategy:

- a. Wine Enthusiast Magazine’s [Annual Media Conference](#) held July 21-August 2, 2022 in Paso Robles was a huge success. This was a collaboration between Travel Paso and the Paso Robles Wine Country Alliance (PRWCA). Approximately 50 of the magazine’s staff members attended. The overall budget is \$175,000 with PRWCA and Travel Paso each contributing \$35,000. The difference will be funded by lodging/winery/transportation partner buy-in. A financial re-cap will be provided at the September Board meeting.

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

18. PRTID Renewal:

- a. Anti-Trust Statement: Stacie Jacob reviewed Travel Paso’s draft anti-trust statement.

MOTION: Approve Travel Paso’s Anti-Trust Statement, as presented. It was moved by Margaret Johnson, seconded by Victor Popp, and passed 7-0 with a roll call vote.

- b. Constituent Letter and Press Release: The constituent letter and press release were both included in Travel Paso’s Industry Newsletter that was sent out on July 21, 2022 and both are posted on Travel Paso’s website.
- c. Management Contract: A management contract between Travel Paso and the City of Paso Robles is required in accordance with the PRTID Management District Plan. Stacie Jacob will ask Civitas to prepare a proposal to assist with developing the contract language.

Public Comment on PRTID Renewal: A ratepayer and TBID member commented that many short-term rentals are missing from the list of lodging partners on Travel Paso’s website, and it is difficult to sign up to list a property. The same individual also commented that assessment funds spent by Travel Paso appear to be too focused on auxiliary businesses rather than lodging partners.

Travel Paso Response: Stacie Jacob offered to follow up directly to assist in getting the property listed on Travel Paso’s website. Stacie Jacob reminded everyone that marketing and media campaigns are vital to getting “heads in beds” and fulfilling Travel Paso’s mission to raise awareness through
 1.) Marketing, branding, and selling Paso Robles to visitors to attract leisure, groups, events, and meetings
 2.) Representing the voice of tourism stakeholders and 3.) Serving as an information source.

- 19. Vacant Seat on the Board of Directors: There is one open seat on the Board of Directors. It is an at-Large position with a one-year term so anyone within the tourism ecosystem is eligible. The Board discussed several candidates and would like to appoint Rich Verruni to fill the vacancy.

MOTION: Appoint Rich Verruni to Travel Paso’s Board of Directors with a term ending June 30, 2023. It was moved by Margaret Johnson, seconded by Victor Popp, and passed 7-0 with a roll call vote.

- 20. Strategic Planning Process: Stacie Jacob provided the following updates on the strategic planning schedule.
 - a. The survey was launched on July 18, 2022 and is now complete
 - b. Participant Interviews with the Moderator are now complete
 - c. September 7, 2022: Marketing Committee Focus Group – facilitated by the Moderator
 - d. October 12 and 13, 2022: Strategic Planning Workshop – two half-day sessions

- 21. FY 2021-22 Year-End Financials: Stacie Jacob reported that the original income projection set in July 2021 was \$1.3 million. At the six-month review in January 2022, the Board increased the income projection to \$1.6 million and increased the expense budget proportionally to just over \$1.5 million. Several expenses for FY 2021-22 were pre-paid leaving a surplus of just over \$130,000 that will be carried into FY 2022-23.

Income:

- Projected: \$1,600,176
- Actual: \$1,904,802

Expenses:

- Projected: \$1,524,397
- Actual: \$1,676,805

MOTION: Approve the 2021-22 year-end financial report, as presented. It was moved by Margaret Johnson, seconded by Victor Popp, and passed 7-0 with a roll call vote.

- 22. July 2022 Financials and Budget Adjustments for FY 2022-23: Stacie Jacob reviewed the July 2022 financial report. Income totaled \$166,967.00 and expenses totaled \$45,128.34. As of July 31, 2022, Travel Paso has a total equity position of \$1,320,085.97. The expense budget for FY 2022-23 is \$1,847,200. Budget adjustments include increasing the following expense line items relating to the audit and management contracts as a result of the TBID renewal – bookkeeping and vendor services under organizational management. The research line item was decreased by \$10,000 and planned media trips were reduced from 4 to 3.

MOTION: Approve the July 2022 financial report and budget adjustments for FY 2022-23, as presented. It was moved by Margaret Johnson, seconded by Victor Popp, and passed 7-0 with a roll call vote.

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

23. Marketing Highlights for Q1 FY 2022-23 include:

July and August 2022:

- Family/Golf/Road Trip Campaign using display ads, social ads, video, and out-of-home
- Paso Presents – Episode 5: Park and Pine using display ads, socials ads, and SEM

September and October 2022:

- Harvest Campaign using display ads, social ads, video, out-of-home, print, and partner media including Sunset Magazine, Wine Enthusiast, NCGA, 805 Living, and National Park Journal
- Paso Presents – Episode 6: Bethel Road Distillery using display ads, socials ads, and SEM

ADJOURN AT 5:08pm

MOTION: Adjourn the meeting at 5:08 pm. It was moved by Margaret Johnson, seconded by John Arnold, and passed 7-0 with a roll call vote.

NEXT MEETING IS SCHEDULED FOR SEPTEMBER 20, 2022, at 3pm

Accepted by:

Victor Popp, Secretary of the Board
Travel Paso
September 20, 2022