



MINUTES

Travel Paso Board of Directors

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Meeting Minutes

Tuesday, November 21, 2017 at 3:00pm

Courtyard by Marriott

120 S. Vine, Paso Robles

1. CALL TO ORDER: Victor Popp

PRESENT: Victor Popp – Chair; Margaret Johnson, Treasurer; John Arnold, Steve Martin, Bill Roof, Brittany Tonkin, Kathy Bonelli

ABSENT: Alex Villicana, Secretary; Michael Bradley, Douglas Ayres

STAFF PRESENT: Stacie Jacob, Jennifer Bravo

Guests: Jennifer Porter, Jason Haas, Amanda Diefenderfer

Call to Order at 3:03pm

2. PUBLIC COMMENT (On Non-Agenda Items)

No public comment.

ANNOUNCEMENTS

3. Visit SLO Cal Advisory Committee Meeting – Thur., Dec. 7 at 3pm, Embassy Suites
December – Executive Team Board Meeting only – Tues, Dec. 19 at 3pm
December – Meet & Greet for Danna Stroud at Alta Colina Winery for BOD and Marketing Committee - Tues, Dec. 19 at 4:30pm

CONSENT AGENDA

4. **Review/Approve October 17 Board Minutes**
Review/Approve October 17 Closed Session Board Minutes
Review/Approve October Financials

ACTION: Moved by **M. Johnson/K. Bonelli** to approve minutes and financials as presented.

UPDATES & DISCUSSIONS

5. **Community Relations & Events**
 - a. Receive and File Visit SLO CAL Monthly Update

- i. Visit SLO CAL working on Destination Tourism Master Plan. Upcoming cannabis education and destination security summit to be Q1. Next meeting to be January 17 at the Holiday Inn Express in Paso Robles.

4. Paso Robles Destination Admin

- a. Receive and File TP Competitive Set STR Report
 - i. BOD Discussion
- b. City of Paso Robles Contract
 - i. Contract back with City for final review
- c. Workman's Comp Insurance
 - 1. BOD reviewed proposal
 - ii. Big Red Marketing and Solterra Strategies Contract extensions

ACTION: Moved by **K. Bonelli/ M. Johnson** motion to approve Solterra Strategies and Big Red Marketing contract extensions.

5. PRWCA Membership Proposal 2018 presented by Jennifer Porter and Jason Haas

- a. Review current 2017 agreement and 2018 proposal
 - i. PRWCA requests increase of sponsorship from \$30k -> \$50k
 - ii. Increase due to the following
 - 1. PRWCA efforts, including out-of-area advertising, promotes Paso Robles Wine Country, increasing awareness and visitation
 - 2. New Pasowine.com lodging page garnering an increased percentage of 175% traffic
 - 3. The wine industry brings visitors year round
 - 4. Three major weekend events in Paso Robles, bringing at least 7K visitors to the area on those weekends, warranting higher room rates and minimum stays
 - 5. The PRWCA supports events bringing traffic and attention to Paso Robles, often in cooperation with Travel Paso Robles
 - 6. PRWCA hosts media and wine trade mid-week at Travel Paso Robles' lodging properties
 - 7. With the formation of the TMD, Travel Paso Robles now represents more lodging properties, primarily due to the inclusion of vacation rentals
 - iii. BOD agrees to a \$30k sponsorship and will look at allocating the additional \$20k after D. Stroud is on board. The intent is to create a more strategically focused partnership moving forward.
 - iv. BOD to allow Executive Director and Executive Committee to work with PRWCA on proposal and partnership.

6. Marketing

- a. Receive and File October Monthly Marketing Report – Big Red Marketing
 - i. Recap of report by A. Diefenderfer
- b. Fall Digital Advertising
 - i. BOD review report
 - ii. Recommend to continue digital ad campaigns into Q1 at \$45k
- c. IPW – Denver, May 19 -23, 2018 - Registered
- d. Community Partnerships
 - i. Concours d'Elegance presentation by Noel Carpenter
 - ii. BOD discussion on each Committee Partnership application and review of Marketing Committee recommendations.

- iii. Board approved the majority of recommendations, a few questions to go back to the marketing committee for further vetting. Bring back final recommendation to January Board meeting.

ACTION: Moved by **M. Johnson/ B. Roof** to continue digital ad campaign into Q1 at a \$45K spend and approved the PRWCA sponsorship at \$30K.

7. Executive Team Board Meeting/Executive Director On Boarding

- a. Executive Team Board Meeting – Tues, Dec. 19 at 3pm
- b. First week introductions
- c. First 90 Day priorities

8. ADJOURNMENT: Meeting adjourned by M. Johnson/J. Arnold at 5:25pm