

MINUTES – Travel Paso Board of Directors – Special Meeting

Tuesday, June 29, 2021 – 9:30 am

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/88134419832?pwd=cytuczBOWlVzZ2E5QWNHTVZqdK1YZz09>

Meeting ID: 881 3441 9832 Passcode: 747758

Access via phone if computer microphone is not available: 1 (669) 900-6833

1. CALL TO ORDER at 9:36am by Arnold – Note: Action taken by Board will be recorded via a roll call vote  
**Present:** John Arnold, Bill Roof, Margaret Johnson, Alex Villicana, Angela McKee, Victor Popp, Rich Verruni (10:01am departure), Kathy Bonelli, Paul Haught  
**Absent:**  
**Staff:** Stacie Jacob, Alyssa Krichevsky  
**Public:** Mayor Martin (City of Paso)
2. PUBLIC COMMENT (On Non-Agenda Items)

**ANNOUNCEMENTS**

**J. ARNOLD**

- Bonelli commented that the Tarvel Paso Board should focus on supporting/funding during non-busy weekends versus Independence Day weekend or Labor Day weekend

**NEW BUSINESS, UPDATES & DISCUSSIONS**

**J. ARNOLD**

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

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

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

Imperative #4: Build and Leverage Relationships with our Partners

3. Paso Robles Chamber of Commerce Visitor Center (**Action**)
  - In the February 16, 2021 Board of Directors Meeting, the Paso Robles Chamber of Commerce requested funding of \$12,500 from Travel Paso. \$5,000 of the request was for Paso Robles branded merchandise to sell in the Visitor Center. The remaining \$7,500 was for renovations to the Visitor Center.
  - During the February 16, 2021 meeting, the Board made the motion “**ACTION:** Moved by McKee, seconded by Johnson to approve funding \$5,000 for the Travel Paso branded apparel and merchandise. \$7,500 Visitor Center revitalization funding upon completion of the Visitor Centers renovation by the end of the FY 2020-21 (June 30, 2021) and contingent upon the request of re-routing the visitpaso.com url to travelpaso.com for a trial period six months starting March 1, 2021. Roll Call Vote, Ayes: Arnold, Roof, Johnson, McKee, Bonelli, Haught. Motion passed 6-0. Popp to abstain.”
  - Travel Board members have met with Chamber members multiple times to discuss visitpaso.com url conversion to Travel Paso, starting in April 2021.
  - Arnold plans to review the Visitor Center tomorrow (June 30, 2021), which the Chamber said the renovations will be completed by.
  - The Chamber has hired a consultant to determine url value. The estimate for the value of the url should be provided by the Chamber in the next 60-90 days. The goal would be to have a meeting with the Chamber of Commerce by the end of August.

**ACTION:** Moved by Villicana, seconded by Haught to pay the \$7,500 invoice for the renovations to the Visitor Center. Roll Call Vote, Ayes: Arnold, Roof, Villicana, Popp, Haught. Nays: Johnson, McKee, Bonelli. Motion passed 5-3.

**ADJOURNMENT at 10:16am by Arnold: To Regular Board Meeting July 20, 2021 - 3:00 pm**

Moved by Roof, seconded by Johnson to adjourn. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, McKee, Popp, Bonelli, Haught. Motion passed 8-0.

Brown Act Notice: Each speaker is limited to three (3) minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to three (3) minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors. ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Travel Paso at 805-801-1650 at least 48 hours prior to the meeting.