



MINUTES

Travel Paso Marketing Committee

Travel Paso Board of Directors –Regular Meeting
Tuesday, November 20, 2018 3:00 pm
Courtyard by Marriott; 120 South Vine Street, Paso Robles

CALL TO ORDER 3:03 By Victor Popp

Present: Bill Roof, Kathy Bonelli, John Arnold, Margaret Johnson, Alex Villicana, Mike Bradley, Steve Martin, Bill Roof, Mayor Steve Martin

Absent: Doug Ayers, Brittany Tompkin

Staff: Danna Stroud, Annie Bowsky

ANNOUNCEMENTS

- **PUBLIC COMMENT (On Non-Agenda Items)**
 - Bill - Vine Street Announcement
 - Welcome from Victor
 - Sensorio - New to the area, overview of plan and opening

CONSENT AGENDA

- **Overview of 2019 meeting schedule and purpose of Executive Committee**
 - ACTION: Moved by Mike Bradley, seconded by Alex Villicana to approve schedule as presented. Approved 7-0
- **October STR Report - Discussion on trends and observations**
- **October 2018 Monthly Marketing Report**
 - Yearly overview by Danna - Overview of 2019
 - Questions from board members on media events
 - Suggestion - Add marketing calendar to backside of strategic plan
- **Review of Fall campaign**
 - Overview of Fall tactics and spend
 - Social was better for engagement than ad buys
 - Overall recommendation going forward - New/updated website important to booking success
 - Look forward to future campaigns
- **Travel Paso October 2018 Media Engagement Report**
- **Travel Paso STR Report September 2018**



UPDATES & DISCUSSIONS

- **Voluntary Agreement for Non-TID Lodging Properties**
 - Current NON-TID lodging still on website
 - Overview of what voluntary TID means

ACTION: Moved by Bill Roof, seconded by Mike Bradley to approve report/review of potentially allowing motion to pass Approved 7-0

- **Board Proposed 2019 Board Meeting Schedule**
 - Exec Committee to still meet monthly
 - Additional topics added as needed and meetings will move from 2-5 - Suggested
 - Possible committees for efficiency
 - Item tabled to January

ACTION: Moved by Mike Bradley, seconded by Alex Villicana to approve meeting schedule of potentially allowing motion to pass Approved 7-0

- **Executive Director Report**
 - Discussion on December meeting
 - Possible social event

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

ADJOURNMENT - 5:15

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 Stacie Jacob at 888-988-PASO least 48 hours prior to the meeting.