



## MINUTES

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### Travel Paso Executive Team

#### Travel Paso Executive Team Meeting Minutes

Tuesday, December 19, 2017 3:00pm  
Alta Colina Vineyards  
2825 Adelaida Road, Paso Robles

1. **CALL TO ORDER:** Victor Popp 3:07pm

**PRESENT:** Victor Popp – Chair; Margaret Johnson, Treasurer; Alex Villicana  
**STAFF PRESENT:** Danna Stroud, Stacie Jacob, Jennifer Bravo

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2. **PUBLIC COMMENT:** No public comment.

3. **Announcements**

- a. Welcome Danna Stroud, Executive Director of Travel Paso

4. **Review November Financials**

- a. Mid-Year Budget Reallocation – to be approved at January 2018 BOD meeting
  - i. Review financials
  - ii. Danna to look at District Management Plan -> % to save
  - iii. January Exec meeting to have updated budget
  - iv. V. Popp – future reporting to include income reports (TOT reports and city collecting reports) and expected future expenditures report

5. **Paso Robles Destination Admin**

- a. Solterra Strategies
  - i. Discussion on Solterra contract
    - a. **ACTION:** Moved by **M. Johnson/A. Villicana** to approve Solterra Strategies contract. All in favor.

6. **Organizational Management**

- a. Timeline for Q1 and Q2
- b. Staffing
  - i. Top priority is Q1 strategic planning and staffing
- c. Add Danna Stroud for check signing authority at Pacific Premier bank, remove Stacie Jacob
  - i. **ACTION:** Moved by **A. Villicana/M. Johnson** to add Danna Stroud for check signing authority at Pacific Premier bank, and to remove Stacie Jacob. All in favor.

7. **Travel Paso Transition and Outlook**

- a. ED First Week
  - i. D. Stroud recap

- b. [BOD Strategic Planning](#)
- c. Discuss Key Priorities
  - i. D. Stroud recommends bringing outside consultant
  - ii. Website audit

**8. Strategic Partners**

- a. Discuss Key Partners
  - i. Discussion

**9. New Business/Other Items For Discussion/ Future Agenda Items**

- a. Executive Committee schedule
  - i. Second Thursday of the month at 3:00pm

**10. ADJOURNMENT: 4:41pm**