MINUTES

Travel Paso Board of Directors – Regular Meeting​

Tuesday, June 16, 2020 – 3:00 p.m. Via Zoom

Access via phone if computer microphone not in place: 1-669-900-6833

### CALL TO ORDER 3:04 By John Arnold

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| **Present:** | John Arnold, Bill Roof, Margaret Johnson, Alex Villicana, Kathy Bonelli, Tracy Strann, Angela McKee (Joined 3:15) |
| **Absent:** | Rich Verruni, Victor Popp, Steve Martin, |
| **Staff:** | Stacie Jacob, Lacie Johns, Annie Bowsky |
| **Public:** | Derek Kirk - Visit SLO CAL |

1. CALL TO ORDER – Note: Action taken by Board will be recorded via a roll call vote.
2. PUBLIC COMMENT (On Non-Agenda Items)

**ANNOUNCEMENTS**

* Welcome to Strann and sharing that Sensorio is open
* Overview of new safety measures at Sensorio

**CONSENT AGENDA**

1. Review/Approve May 19, 2020 Travel Paso Board Meeting Minutes
2. Travel Paso May 2020 Monthly Marketing Report
3. Travel Paso May Public Relations/Media Engagement Report
4. STR Report April 2020 (Travel Paso)
5. STR Report April/May 2020 (SLO CAL)
6. Tourism Economics Monthly Forecast – June 2022
7. April 2020 Travel and Tourism Community Dashboard
8. Executive Committee May 11, 2020 Meeting Notes

**ACTION:** Moved by Roof, seconded by Strann to approve the Consent Agenda as presented. Roll Call Vote, Ayes: Strann, Arnold, Roof, Villicana, Johnson. Motion passed 5-0. Bonelli to abstain

**NEW BUSINESS, UPDATES & DISCUSSIONS**

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

1. COVID-19 – Marketing Update
   1. Locals/ Reopening Campaign - #SavorPaso
      1. Update on dining in the park and messaging
      2. Jacob currently searching for sponsorship to fund outdoor dining program
      3. Communication will be sent out Thursday, reservations to be available this weekend
      4. Request from Bonelli for digital flyer to distribute to visitors
   2. Road Trips Campaign – Savor Real California
      1. Photo and video shoot to happen this weekend with focus on road trip
      2. Discussion on reopening, comment from Roof on Highway 1 Discovery Route having a meeting with the SLO County health department

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

1. Operational Updates
   1. Phone numbers have been paired down to one
   2. Office has been shut down
   3. Several 2020 refunds have been deposited into Travel Paso account
2. Review and Consider Approving May 2020 Financials
   1. Overview of budget cuts since March 2020
   2. Comment on payment to Paso Robles Event Center
      1. Jacob to reach out regarding horse shows funding

Moved by Johnson, seconded by Strann to approve May 2020 Financials as presented. Roll Call Vote, Ayes: Bonelli, McKee, Strann, Arnold, Roof, Villicana, Johnson. Motion passed 7-0.

1. By Laws Amendment
   1. Updated from Arnold on why bylaws changes are being suggested
   2. Comment from Villicana on use of bylaw when quick decisions need to be made
   3. Vote taken but item tabled for further conversation, to be brought back at July meeting

NO ACTION: Item tabled until July meeting

1. Fiscal Year 2020-2021 Budget
   1. TOT has increased every year, 2020 TOT down 22% over 2019
   2. Comment from Arnold on some hotels holding back on TOT
   3. Overview of three budget scenarios
      1. Discussion focusing on more conservative budget for FY 2020-21
   4. Discussion on vendors and contracts
   5. Overview of overall marketing budget

**ACTION:** Moved by Strann, seconded by Johnson to approve Fiscal Year 2020-2021 budget with choice most conservative outlook. Roll Call Vote, Ayes: Strann, Arnold, Roof, Villicana, Johnson, Bonelli, McKee. Motion passed 7-0.

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

1. Website Update

**Imperative #4: Build and Leverage Relationships with our Partners**

1. Community Updates
   1. Visit SLO CAL Board Update
      1. Update from Kirk on virtual town hall event
   2. PRWCA
   3. COVID-19 - Collaboration updates
      1. Comment from Villicana on list of open wineries

**ADJOURNMENT 5:03** – To next board meeting on July 21st at 3:00p.m. Moved by Strann, seconded by Villicana. Roll Call Vote, Ayes: Strann, Arnold, Roof, Villicana, Johnson, Bonelli, McKee. Motion passed 7-0.

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 Annie Bowsky at 888- 988-PASO at least 48 hours prior to the meeting.

