MINUTES – Travel Paso Board of Directors – Regular Meeting

**Tuesday, July 21, 2020 – 3:00 pm**

**Via Zoom Meeting Link:**

<https://us02web.zoom.us/j/85425184002?pwd=bGQyUC9WU2UvZlhrdWRZTUhiT3VFdz09>

Meeting ID: 854 2518 4002 Password: 829500

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

1. **CALL TO ORDER at 3:04pm by Arnold**

**Present:** John Arnold, Bill Roof, Margaret Johnson, Alex Villicana, Victor Popp, Rich Verruni, Kathy Bonelli, Tracy Strann, Tom Frutchey

**Absent:** Angela McKee, Steve Martin

**Staff:** Stacie Jacob, Alyssa Krichevsky, Mike Dawson, Lacie Johns

**Public:** Derek Kirk

1. PUBLIC COMMENT (On Non-Agenda Items)

**ANNOUNCEMENTS J. ARNOLD**

City of Paso Robles Presentation by Tom Frutchey – Revenue proposals for November ballot

**Public:** Jonathan Stornetta, Sarah Johnson-Rios, Ty Lewis

* Overview of Sales Tax and TOT 1% increases
* Revenue to meet three highest priority needs – police, fire, street maintenance
* City is losing approximately $11M in funding from COVID-19
  + City is drawing on reserves and pausing or cancelled capital projects
  + Have not conducted layoffs or salary reductions

**CONSENT AGENDA (Action Required) S. JACOB**

1. Review/Approve Travel Paso June 16, 2020 Board Meeting Minutes
2. Travel Paso June Marketing Report
3. Travel Paso June Public Relations/Media Engagement Report
4. May Arrivalist Report
5. May Tourism Economics Report
6. STR Report May 2020 (Travel Paso)
7. STR Report May 2020 (SLO CAL)
8. Visit SLO CAL Equity and Inclusion Statement
9. Executive Committee July 16, 2020 Meeting Minutes

**ACTION:** Moved by Roof, seconded by Villicana to approve Consent Agenda as presented. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, Popp, Verruni, Bonelli, Strann. Motion passed 8-0.

**NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required) J. ARNOLD/S. JACOB**

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

1. COVID-19 Updates – Paso Robles Tourism Ecosystem
   1. Dining in the Park Updates
      1. Incorporate drip email campaign through Yelp reservation contacts
      2. Sponsorship update
         1. Title sponsor - Justin Winery at $25,000
         2. Extend to five days a week and add in lunch times
      3. Dining is coming from 20-25 different restaurants, tracking done by hospitality personnel
   2. Outdoor Downtown dining and tasting rooms
      1. Updates from Special City Council Meeting on Wednesday, July 15
      2. Jacob worked with city staff to approve and implement street closures
         1. City and Solterra have boots on the ground to talk to Downtown businesses about closure requests and spacing needs
         2. Approved to implement up to 30 days post COVID
   3. Video campaign to push wearing masks from city leaders
2. Marketing Update
   1. Public Relations Year End Report presented by Mike Dawson
      1. Report located in packet
      2. Journalists are starting to communicate interest in visiting area – safety is number one priority
   2. SLOcals Campaign – #SavorPaso
      1. Marketing toolkit located in packet
      2. Facebook Ads – started 4th of July (mid-week focus)
      3. Billboard installations – paid and applied previous credit
      4. Discussed talking points for community pushback for marketing tourism
   3. Fall Campaign – Savor Real California Road Trips
      1. Marketing and visual tools are in progress
      2. Solterra will present to the Board at the August meeting and Jacob will have recommendations on timing
      3. Canossa Grand Tour sponsorship request (Action)
         1. Overview
            1. Small groups of 10-12 people per tour
            2. Targeting high-end dealerships
            3. Media leverage opportunity
            4. Draft tour brochure and sponsorship opportunity document in packet
         2. Sponsorship request - dual $5,000 sponsorship in Fall, $5,000 sponsorship in Spring for a total of $10,000 sponsorship

**ACTION:** Moved by Verruni, seconded by Strann to approve Canossa sponsorship request of $10,000. Roll Call Vote, Ayes: Arnold, Roof, Villicana, Popp, Verruni, Bonelli, Strann. Motion passed 7-0. Johnson to abstain.

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

1. Review/Approve June 2020 Financials (Action)
   1. Financial documents outlined in packet
   2. Discussion on details outlining the marketing contracts
      1. Vendors are Vingage, Forward and Solterra
      2. Fiscal adjustments noted in the individual contractor invoices

**ACTION:** Moved by Villicana, seconded by Roof to approve June 2020 Financials. Roll Call Vote, Ayes: Arnold, Roof, Villicana, Popp, Verruni, Bonelli, Strann. Motion passed 7-0. Johnson to abstain.

1. Fiscal Year 2020-2021 Marketing Contracts (Action)
   1. Marketing contracts include 30 day clause to afford contractual flexibility
   2. Solterra contract includes the new letter of agreement that notes April modifications due to decrease in media work
   3. Executive Committee asked that all marketing contract to align with Fiscal Year and on the same schedule

**ACTION:** Moved by Strann, seconded by Villicanna to approve Fiscal Year 2020-2021 Marketing Contracts. Roll Call Vote, Ayes: Arnold, Roof, Villicana, Popp, Verruni, Bonelli, Strann. Motion passed 7-0. Johnson to abstain.

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

1. Website Updates by Lacie Johns
   1. Page content development – approximately ¾ completed
   2. Next is sourcing new header images and media packets
   3. Aligned for September 10, 2020 website launch

Imperative #4: Build and Leverage Relationships with our Partners

1. City of Paso Robles – Revenue proposals for November ballot (Action)
   1. Discussion about proposed revenue proposals for November ballot

**NO ACTION:** Board has decided to move from action to a discussion item. The Board has decided to remain neutral at this time.

1. Community Updates (Discussion)
   1. Visit SLO CAL Board Update – V. Popp
      1. Popp introduces House of Brands initiative
      2. Popp recommends Equity and Inclusion Statement for Travel Paso

**ADJOURNMENT at 5:05pm by Arnold:** To Next Scheduled Board Meeting on August 18, 2020 - 3:00 pm

Moved by Strann, seconded by Villicana. Roll Call Vote, Ayes: Arnold, Roof, Johnson, Villicana, Popp, Verruni, Bonelli, Strann. 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.