



MINUTES

Travel Paso Board of Directors

Travel Paso Board of Directors
Meeting Minutes
Tuesday, March 20, 2018 at 3:00pm
Courtyard by Marriott; 120 South Vine Street, Paso Robles

1. CALL TO ORDER 3:13 pm

Present: Victor Popp - Chair, John Arnold, Alex Villicana - Secretary, Kathy Bonelli, Steve Martin
Britany Tonkin

Absent: Doug Ayres, Mike Bradley, Bill Roof, Margaret Johnson – Treasurer

Guests: Jennifer Bravo, Solterra Strategies
Brendan Pringle, Visit SLO CAL

Staff: Danna Stroud

2. PUBLIC COMMENT (On Non-Agenda Items)

Michael Rivera: recommend Supply & Demand for all hiring in Paso Robles

ANNOUNCEMENTS

No Announcements

CONSENT AGENDA

3. Review/Approve: February 20, 2018 Minutes

Review/Approve: Big Red Marketing February Monthly Marketing Report

Monthly Consumer eBlast – 10 Ways to Fall in Love shows 69% click through rate –
check with BRM

Review/Approve: Kraftwerk Media - February Report and Ad Words

Review/Approve: STR Report January

Review/Approve: February Financials

ACTION: Moved by Alex Villicana / John Arnold to approve minutes and financials as presented. Approved 5-0

UPDATES & DISCUSSIONS

4. March 2018 STR Report – Chairman Popp



- Feb YTD business up 6.6 % in Occupancy. Coastal Communities are up. DO we reply too much on events - i.e. Event Center, recent horse show canceled. Discussion. Look at March to see if Digital Campaign and Vintage Paso Weekend increased stays.

5. Action Plan and Timeline for Travel Paso Digital Marketing Audit

a. Review and Approve Recommendation for Email Platform Change

- Moving forward from leaving Emma email platform to MailChimp. More flexibility in design and functionality (short-term)
- Brand Strategy – develop marketing strategy (short-term)
- Remove travel widget (short-term)
- Refresh content on targeted pages per digital campaigns (ongoing)
- SEO performance (ongoing)
- Digital Marketing (ongoing)
- Website (long-term)
- Victor and BOD recommends adding RFP Process timing into DM Timeline – April RFP draft.

6. Visit SLO CAL Board Seat Reappointment Recommendation (Action)

- Executive Committee recommended John Arnold to renew his seat on the Visit SLO CAL BOD Seat to represents Paso Robles for a three-year term.

ACTION: Moved by Brittany Tonkin / Alex Villicana to approve John Arnold to present to the Paso Robles City Council the renewal of his three-year term on the Visit SLO CAL BOD Seat. Approved 4-0, 1 abstention, motion passes.

7. Travel Paso Strategic Plan

- April 12 & 13
- Track participation
- Coragio will present

8. Executive Director Report

- Job Description – Marketing Communication Specialist – to be posted
- SLO CAL Marketing Committee Retreat
- CA Mid-State Fair “Showcase of Cities”
- City Council Goals
- Taste Washington

NEW BUSINESS

9. April Meeting

- Keep DMA Timeline on agenda
- Review RFP’s
- Calendar of BOD ‘Must’ Meetings

10. Other

- Marketing Committee Meeting Locations – give to BOD
- Poll attendance for April meeting

ADJOURNMENT Meeting adjourned at 5:02pm

ACTION: Moved by Kathy Bonelli / John Arnold to approve to adjourn meeting. Approved 5-0.