



MINUTES

Travel Paso Board of Directors

Travel Paso Board of Directors Meeting Minutes

Tuesday, September 19, 2017

3:00pm

Courtyard by Marriott Paso Robles

120 South Vine Street, Paso Robles, CA 93446

1. CALL TO ORDER: Stacie Jacob

PRESENT: Victor Popp – Chair; Margaret Johnson, Treasurer; Alex Villicana, Secretary; John Arnold, Douglas Ayres, Michael Bradley, Bill Roof

ABSENT: Steve Martin, Brittany Tonkin

STAFF PRESENT: Stacie Jacob, Jennifer Bravo

Call to Order at 3:08pm

2. PUBLIC COMMENT (On Non-Agenda Items)

Michael Rivera – the Chair V. Popp allowed him a total of six minutes to speak.

ANNOUNCEMENT

Amgen 2018: Freda Berman, Events Manager for the City of Paso Robles. Freda presented the opportunity for Paso Robles to be a start city for Amgen 2018 the third week in May and reviewed the summary of benefits and obligations.

CONSENT AGENDA

3. Approval of August Marketing Committee Minutes Review/Approve July and August Financials

ACTION: Moved by **A. Villicana/M. Bradley** to approve minutes and financials as presented.

K. Bonelli abstained from financial approval.

*Review and revise Browne Act

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.

UPDATES & DISCUSSIONS

4. Community Relations & Events

- a. Receive and File Visit SLO CAL Monthly Update

J. Arnold reviewed the STR report – demand for lodging is shrinking.

5. Paso Robles Destination Admin

- a. Receive and File PRD Competitive Set STR Report

Review Paso Robles 2016 vs 2017. Average is down – fines in 2016 increased occupancy. School starting earlier in 2017 may have attributed to lower average.

- b. Short-term Rental Task Force Update

City Ordinance draft to be by city planning commission October 10, 2017. City council will add the agenda for November 2017, new ordinance to be in place January 2018. Travel Paso to draft letter and reach out to the list of vacation rentals that we do know, start to build email list of active vacation rentals and update website with current properties within the city limits and/or with a Paso Robles business license. Encourage a representative from the BOD to be present at the October 10 meeting.

- c. Organization Transition Updates/Status

- i. DBA – Travel Paso

Travel Paso DBA has been filed with Civitas. Executive Committee reviewing the contract with the City of Paso Robles.

ACTION: Moved by **M. Bradley/V. Popp** to have Civitas review next draft of the city contract.

- ii. Legal Counsel – Trademark and Employment Services

Travel Paso logo is not trademarked. Legal counsel to review Travel Paso trademark and employment services. Recommended legal counsel, Light Gabler and Cunningham Law, for employment services. Have new ED focus on trademark, proceed with employment services.

ACTION: Moved by **M. Bradley/ A. Villicana** to have legal counsel review employment services.

- iii. Policies:

1. Conflict of Interest
2. Capital Expenditure Policy
3. Records Management Policies & Procedures
4. FAM Trip Liability Waiver

ACTION: Moved by **M. Johnson/ B. Roof** to have Travel Paso to adopt Policies: Conflict of Interest, Capital Expenditure Policy, Records Management Policies & Procedures, FAM Trip Liability Waiver.

6. Marketing

- a. Receive and File August Monthly Marketing Report – Big Red Marketing

Discussion on eblast subscribers and website traffic down. Inquire with Big Red Marketing: *A review of email recipients is recommended to ensure contacts remain up-to-date, resulting in higher open rates* – what does this mean?

Discussion on what should be required with a Community Partner, i.e. marketing tool kit from partner. BOD requests the Marketing Committee move forward with Community Partnership Program.

- b. Marketing Committee Updates/Recommendations

i. Fall Digital Advertising

Partner with Paso Wine with their ads buys from Ti Media. Fall Q4 campaign October, November, December to hit the drive markets of Los Angeles, Bay Area, Bakersfield/Fresno and fry markets of Denver, Phoenix, Seattle. Use *Stay* landing page for campaign with strong call to action, email acquisition. Approved for 50k. Marketing Committee proceed with Hotel Month and renaming.

ACTION: Moved by **M. Johnson/ M. Bradley** to move forward with Fall Digital ad campaign.

ii. Community Partnerships

\$75k budget for Community Partnerships. Favor new events with growth potential and brings out of area. Bring list of past partners to next BOD meeting and add BOD to email distribution. Marketing Committee to vet list, invite BOD to vet the list with Marketing Committee.

iii. Amgen 2018

Travel Paso not interested in perusing Amgen 2018. If Amgen partners with Visit SLO CAL Travel Paso BOD will relook at the opportunity.

ACTION: Moved by **M. Bradley/ M. Johnson** to continue Community Partnerships and pass on Amgen 2018 opportunity.

iv. Vacation Rental Committee Member - Karli Twisselman

ACTION: Moved by **M. Johnson/ A. Villicana** for Karli Twisselman to join the Marketing Committee.

7. EXECUTIVE DIRECTOR REPORT

a. Executive Director Search Committee Update - Special Meeting – Friday, September 29
Board Discussion.

8. ADJOURNMENT

Meeting adjourned at 5:20pm.