

## PASO ROBLES DESTINATION MEETING MINUTES

Thursday, July 6, 2017 1:00 P.M.

MEETING LOCATION: LA BELLASERA HOTEL & SUITES  
206 ALEXA STREET, PASO ROBLES, CA 93446

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### CALL TO ORDER 1 pm

**Attendance:** Sandra Sage, Margaret Johnson, Alex Villicana, John Arnold, Douglas Ayres, Kathy Bonelli, Michael Bradley, Victor Popp, Bill Roof

**Staff:** Stacie Jacob and Lacie Johns

**Guests:** Margie Hill, Michael Rivera

### PUBLIC COMMENT

Michael Rivera addressed the board about concerns

### CONSENT CALENDAR

1. Review and Approve June Board Minutes
  - a. M. Bradley motioned to approve minutes as read, second by M. Johnson; approved unanimously

### UPDATES & DISCUSSIONS

1. **Community Relations & Events**
  - a. Receive and File Visit SLO CAL Monthly Update
    - i. J. Arnold will email to committee
  - b. Board invitation – July 17 at 5 pm - Paso Robles Pavilion Dedication at the Paso Robles Event Center
    - i. M. Bradley: Ribbon cutting for the Paso Robles Pavilion, the board is invited to attend

### PASO ROBLES DESTINATION ADMIN

1. Receive and File County STR Report
2. Receive and File PRD Competitive Set STR Report
  - a. V. Popp: STR Report is important for comparing Paso Robles to other markets and how it competes

### DMO TRANSITION ITEMS

1. **Administrative Items**
  - a. PO Box Secured – 661; Paso Robles, CA 93447
  - b. Bank Account Opened – Pacific Premier Bank
    - i. Credit card expected after July 15<sup>th</sup>, nonprofit credit card was applied
  - c. Bookkeeper:
    - i. S. Jacob made a recommendation, looking for board ideas/approval.
      1. Found a bookkeeper with competitive rates that works with similar types of groups
    - ii. Monthly Financial Updates
      1. Discussion from board about how to structure financial updates.
      2. Determined that the financial package provided monthly includes:
        - a. Monthly P&L against budget
        - b. Monthly expenditures
          - i. Over \$500 to be listed out to the board
        - c. Balance Sheet
      3. Approval of Invoices:
        - a. Invoices within budget are okay – use discretion from ED

- b. \$5,000 above budget needs Chairman approval (Executive Committee is the back-up)
    - 4. Check signing authority by the ED is \$5,000
    - 5. Executive Committee to determine bookkeeper/insurance/legal counsel
    - 6. M. Bradley motioned to vote, second by S. Sage; unanimously approved
  - iii. Order checks
- d. Transition with City of Paso Robles
  - i. Update on Technology Assets:
    - 1. Switchover is in process, 3 emails have been redirected to [travelpaso@gmail.com](mailto:travelpaso@gmail.com) to be held until switchover is complete.
    - 2. Dropbox set up, hard drive back-up has been ordered, Big Red Marketing monitoring web transfer, City of Paso transferred all the domains.
  - ii. Update on Financial Transfer was provided to the Board
- e. Letter from Paso Robles Destination to accompany July TOT forms to notify lodging partners on changes
  - i. The board discussed the importance of communication to all lodging partners that this new assessment became law
  - ii. Grace period for new stakeholders (i.e. vacation rentals and RV parks)
  - iii. B. Roof motioned to give new stakeholders the month of July as the grace period, Bradley seconded; approved unanimously
- f. City Contract with Paso Robles Destination
  - i. S. Jacob to reach out and request from the City
- g. Augustine Ideas Transfer
  - i. Contract complete at end of June. They still owe us some work to be done and are holding assets, they say they are holding until final payments are complete
  - ii. S. Jacob may be taking this on to resolve
- h. Big Red Marketing Administrative Transfer
  - i. Download transfer happened July 5<sup>th</sup>
  - ii. S. Jacob has iPad's and widget ready for board to use. Everything is going smoothly.

## **DMO BOARD BUSINESS ITEMS**

### **1. Board Meeting Schedule**

- a. Determine regular board meeting date/time/location
  - i. The Board will meet on the third Tuesday of the month at 3 pm. Meeting locations will vary.
    - 1. The next meeting is Tuesday, August 15 at 3 pm at La Bellasera.

### **2. Committee Appointments/Process**

- a. Determine committee structure and consider applicants
  - i. Marketing Committee – Discussion on appointment process and timeline
    - 1. Open application process, communicate with prior applicants and if they want to apply it will roll over into this application. Some discussion of number of committee members.
    - 2. K. Bonelli: Committee needs to be diverse to balance all areas, include food, wine, hoteliers/lodging, family, agriculture, historical/cultural, outdoors/adventure
    - 3. S. Sage: Start with 9 people, maybe go up to 11.
    - 4. S. Jacob will get communication out in the next week to solicit members.

- ii. Finance Committee (M. Johnson, B. Roof, M. Bradley): Post-August they will decide meeting schedule. By September will have specific plan.
- iii. Representative on Visit SLO CAL Marketing Committee: Amanda was appointed, but contract over, S. Jacob will serve

### **3. Executive Director Search**

- a. Confirm job description to official post
  - i. Consensus confirmed
  - ii. How to get out in the world: discussion of outlets to use.
  - iii. Free sites (Visit SLO CAL, Visit California, Travel Paso, etc.), network it out through board, cold calls, LinkedIn, H-Careers, Chambers, the State Chamber
- b. Discuss timeline, search committee and process
  - i. Measurement scale of different assets, tally up, ones that make the cut will be revisited and discussed
  - ii. Similar set of questions to fairly compare candidates
  - iii. Final 2-3 candidates give presentations to board
  - iv. M. Bradley: The final candidates should be compensated to come to Paso Robles to present
  - v. S. Jacob: Time timeline outlined – by mid-August have a pool of candidates, September interviews, recommendation to the board for possible hire by October
  - vi. S. Jacob: Will have a timeline in August with a more finite schedule
- c. Press release to announce new position to go out in July
- d. M. Bradley motioned to approve job description, begin search for candidates, and send press release, second by J. Arnold; approved unanimously.

### **4. Marketing/Public Relations**

- a. Big Red Marketing July deliverables: They are moving forward with digital campaign. Recommended to get some sort of process together, a strategy is being formulated.
- b. Digital Ad buying options
  - i. S. Jacob is asking Kraftwerk Design, Inc. about media buying.
  - ii. PRWCA: Create some sort of partnership, so marketing dollars aren't duplicated. Consider a fall pilot program. S. Jacob will further explore.
  - iii. Keep in mind the message is about wine and more
- c. August: press release about new organization, announce Board of Directors and officers

### **NEW BUSINESS/OTHER ITEMS FOR DISCUSSION**

- a. None

### **FUTURE AGENDA ITEMS**

- a. Legal council discussion: closed session item.
- b. Records retention policy: S. Jacob has Visit SLO CAL's recommendation.
- c. FDIC rules around banking: How do they want reserve funds to be held?

**ADJOURNMENT: 2:44pm** motioned by M. Johnson, second by M. Bradley; approved unanimously.