

PASO ROBLES DESTINATION MEETING MINUTES

Tuesday, August 15, 2017 3:00 P.M

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

CALL TO ORDER 3pm

Attendance: Sandra Sage, Alex Villicana, John Arnold, Kathy Bonelli, Michael Bradley, Victor Popp, Bill Roof, Steve Martin, Brittany Tonkin

Call-In: Douglas Ayres - joined at 4:05pm

Staff: Stacie Jacob, Jennifer Bravo

Guests: Amanda Diefenderfer of Big Red Marketing

PUBLIC COMMENT

1. Michael Rivera addressed the board about concerns
2. Ancient Peaks: Erin du Fresne and Kristin Muhly addressed the board looking for a lodging partner and marketing support for Master Sommelier Chuck Furuya who will be visiting Paso Robles and leading wine education classes in January of 2018.

CONSENT CALENDAR

1. Review and Approve July Board Minutes
 - a. M. Bradley motioned to approve minutes as read, second by A. Villicana; approved unanimously
2. Review/Approve July Financials
 - a. Board will table financials upon completion by Connect Accounting

UPDATES & DISCUSSIONS

1. **Community Relations & Events**
 - a. Receive and File Visit SLO CAL Monthly Update - J. Arnold
 - i. BCF will be used for all creative and The Goodway Group for digital ad buys
 - ii. BOD meetings will be moved to bi-monthly meetings, Executive members will meet once a month

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
3. Organization Transition Updates/Status
 - a. Discussion on if Travel Paso is trademarked – S. Martin checked with the city and it is not trademarked
 - i. S. Jacob to see what steps need to be made to trademark Travel Paso
 - ii. Travel Paso is the brand of Paso Robles
 - iii. Paso Robles Destination dba Travel Paso. S. Jacob to begin working on paperwork for this filing
 - b. Press Release – new organization, BOD, officers, etc.

- i. S. Jacob to draft a press release of the transition and new direction of Travel Paso
- c. Accountant proposal
 - i. BOD reviewed Glenn Burdette proposal
 1. A. Villicana motioned to approve Glenn Burdette accounting proposal, second by S. Sage; approved unanimously
4. Board Member Resignation – Sandra Sage
 - a. M. Bradley motion to accept S. Sage’s BOD resignation, second by B. Roof; approved unanimously
5. Board Member Appointment
 - a. Travel Paso must appoint new chair as S. Sage resigned
 - b. J. Arnold motioned to appoint Brittany Tonkin as a new Board of Directors Member, second by B. Roof; approved unanimously. B. Tonkin is now on the BOD
6. Chairman Election
 - a. J. Arnold nominated V. Popp as new Chairman of Travel Paso; V. Popp, A. Villicana and M. Johnson will be authorized to sign all Travel Paso checks at Pacific Premier Bank, second by A. Villicana; approved unanimously
7. Marketing
 - a. Receive and File July Monthly Marketing Report – Big Red Marketing
 - i. A. Diefenderfer presented
 - ii. S. Sage requests that future reports show in the Competitive Snapshot Year-over-Year comparison in addition to Month-over-Month
 - b. Presentation – Digital Marketing Strategies and Tactics – Big Red Marketing
 - i. A. Diefenderfer presented
 - ii. Discussion among the board
 1. Big Red Marketing on a temporary month-to-month contract
 2. New ED will create RFP for marketing firm
 - c. Marketing Committee Selection
 - i. 15 applicants: 4 hotels, 4 wineries, 2 art, 1 beer, 1 chamber
 - ii. The Marketing Committee Chair will be the ED of Travel Paso
 - iii. The ED will give direction to the marketing firm
 - iv. M. Bradley – the new ED will determine guidelines for the committee with BOD approval of those guidelines
 1. What is the Committee meeting commitment?
 - a. The Committee will meet once a month
 - v. A. Villicana – accept all 15 to the Committee
 - vi. Meeting should follow VSLOCAL schedule, second Tuesday on each month at 3:30pm
 - vii. Meeting will be led by the ED
 - viii. Remove B. Tonkin – as she now sits on the BOD
 1. Replace B. Tonkin with a vacation rental/B & B/RV Park
 - ix. Brown Act discussion – will the Committee follow those rules?
 1. How many BOD can attend the Committee meetings?
 2. Must post agenda on website the Friday before the meeting
 3. S. Jacob to clarify with Chuck Davison, Visit SLO CAL CEO, the Brown Act and how the VSLOCAL Marketing Committee conducts their meetings
 - x. S. Jacob to schedule the first meeting/meet & greet in August
 1. Review the Marketing Plan with the new Committee
 - xi. A. Villicana motioned to remove B. Tonkin from the Marketing Committee to be replaced by a person representing Vacations Rentals, a B & B or RV Park, accept the remaining 14 applicants to the Committee and that the Committee will follow the Brown Act, second by M. Bradley; approved unanimously

- d. Discussion Items/Updates:
 - i. Billboards
 - 1. City of Paso Robles cleaned graffiti off the billboards
 - ii. Amgen 2018
 - 1. May 2018
 - 2. Amgen would like to return to Paso Robles
 - 3. Travel Paso would like to be a 'finish' location
 - 4. Explore more details with Amgen and their financial ask
 - 5. Request city support
 - iii. Paso Robles Half Marathon
 - 1. November 11-12, 2017
 - 2. Now led by Paso Robles School athletic director Rich Clayton
 - 3. Wants to expand the event
 - 4. The BOD asks they fill out the Community partnership application
 - 5. Will offer marketing support
 - iv. Fall Advertising
 - 1. Pilot Program with PRWCA; BOD agrees in moving forward
 - v. Media kit/facts sheets
 - 1. Removed media kit from the website – it is very outdated

EXECUTIVE DIRECTOR REPORT

- 1. Updates – community partnerships and presentations
 - a. Lodging partners received the PRTUD letter
 - b. PRWCA membership fee to include all lodging partners
 - c. S. Jacob to present the Travel Paso transition to the Paso Robles Rotary
 - d. Ad buy for the Paso Robles Air Show
 - e. FarmStedED marketing support
- 2. Executive Director Search Committee Appointment
 - a. 53 applicants
 - b. S. Jacob recommends forming a search committee, check Brown Act on guidelines and to determine size
 - c. S. Jacob recommends having the Exec Committee on the committee and Matt Masia
 - i. Search committee to be: S. Jacob, V. Popp, A. Villicana, M. Johnson, M. Masia
 - d. Committee to sift through applicants, conduct interview then bring top list to the BOD
- 3. Timeline
 - a. Search Committee to bring updates to next BOD meeting
- 4. M. Bradley moves to approve the Executive Director Search Committee, second by V. Popp, approved unanimously

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION

- 1. Travel Paso website listings
 - a. Policy has been a business must have a Paso Robles business license to be listed on the website
 - b. Travel Paso to stay with current policy until new ED
- 2. Ancient Peaks public comment ask
 - a. Travel Paso to provide marketing support and will include them in the Promo Opps for a lodging partner

FUTURE AGENDA ITEMS

- 1. Policies on record keeping

ADJOURNMENT: 5:34pm motioned by B Roof, second by S. Sage; approved unanimously.