



## MINUTES

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### Travel Paso Board Meeting

Travel Paso Board of Directors – Regular Meeting  
Tuesday, April 16, 2019 at 2:00pm  
Paso Robles Inn, 1103 Spring St, Paso Robles, CA 93446

### **CALL TO ORDER 2:00 By Victor Popp**

**Present:** Victor Popp, Kathy Bonelli, John Arnold, Alex Villicana, Mike Bradley (arrived 2:30pm), Brittany Tonkin, Margaret Johnson, Mayor Steve Martin

**Absent:** Doug Ayers, Bill Roof

**Staff:** Danna Stroud, Annie Bowsky

**Public:** Shonna Howenstine and Kristin Ferravanti, City of Paso Robles

### **ANNOUNCEMENTS**

- **PUBLIC COMMENT (On Non-Agenda Items)**
  - a. None
- **Announcements**
  - b. City council will be issuing proclamation of California Tourism Month and National Travel and Tourism Week at the April 16 meeting
  - c. Short term rental task force last meeting tomorrow, April 17th
    - i. City manager drafting ordinance for April 23rd Planning Commission public hearing
    - ii. Public hearing in May
  - d. Visits SLO CAL Summit May 9th
  - e. General Paso Robles lodging meeting April 24th
  - f. Announcements from Victor Popp:
    - i. Thank you to Margaret Johnson for tour of Piccolo - Great new asset to Paso and downtown
    - ii. SLO Coast Wine Collective unveiled new name
  - g. John Arnold: Mention of conference center plan and development in Pacific Coast Business Times

### **CONSENT AGENDA**

3. Review/Approve March 19, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso March 2019 Monthly Marketing Report
5. Travel Paso March 2019 Media Engagement Report
6. Travel Paso STR Report February 2019
7. SLO CAL STR Report February 2019
8. Review/Approve Travel Paso March 2019 Financials



9. Executive Director Report
  - a. Partnering with PRWCA on Wine Spectator ad for June Paso cover story
    - i. Theory SF to produce ad
  - b. Working with Cuesta College on hospitality training program
  - c. Working with police chief Lewis to create emergency plan for visitors in Paso
  - d. City currently working on noise ordinance
    - i. Travel Paso has been attending meetings
    - ii. Questions and feedback from board
10. Executive Committee Meeting Notes
11. Policy for Staff PTO Accrual and Rollover

**ACTION:** Moved by Villicana, seconded by Johnson to approve consent agenda as presented. Motion Passed Unanimously

<b>BUSINESS ACTION ITEMS</b>
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12. Review and Consider Approving City of Paso Robles Wayfinding Project Funding Request (Action)
  - a. Presentation and funding request from Shonna Howenstine on Wayfinding Project
  - b. Process started in 2017 - Idea is to create a cohesive signage program for visitors to Paso
  - c. Approximately 50 signs proposed for Paso
    - i. Starting from downtown and work way out to design and create a visitor experience
  - d. Ask is \$60,000 by the City from Travel Paso for first round of signage
  - e. Feedback and discussion from Board
    - i. Who are the other participants involved in funding?
      1. Other funding sources have not been approached yet - Recommendations will be taken back to City
    - ii. Recommendation from Exec. Committee
      1. Many will benefit from signs, would like more financial inclusion from community/partners
      2. Fulfill request but break into two years
      3. Phase in signs- Most important first

**ACTION:** Moved by Villicana, seconded by Johnson to approve City of Paso Robles Wayfinding Project Funding Request at original commitment of \$60,000, with \$30,000 from FY18/19 and remaining \$30,000 FY19/20, reimbursable when billed by the City. Motion Passed Unanimously

13. Review and Consider Approving Travel Paso By-Laws Proposed Change – Frequency of Meetings (Action)
  - a. Exec Committee recommends monthly meetings during current website and branding projects and change of bylaws for proposed meeting schedule to be in compliance
  - b. Suggestion from Bradley to move meetings to morning

**ACTION:** Moved by Arnold, seconded by Bradley to approve Travel Paso By-Laws Proposed Change – Frequency of Meetings as presented. Motion Passed Unanimously

14. Travel Paso Board Terms – Draw Lots



- a. In anticipation of annual meeting in May the Board needs to affirm terms for current Board members.
- b. Doug Ayers has already decided to take a two year term
- c. Four seats up for elections at May meeting
- d. Lots were drawn and recorded as follows:
  - i. Victor Popp - 2 Years
  - ii. Margaret Johnson - 2 Years
  - iii. Alex Villicana - 3 Years
  - iv. John Arnold - 3 Years
  - v. Bill Roof - 3 Years
  - vi. Kathy Bonelli - 3 Years
  - vii. Brittany Tonkin - 3 Years
  - viii. Mike Bradley - 2 Years
  - ix. Doug Ayers - 2 Years
- e. Incumbents asked to advise if they will run again
  - i. Mike Bradley - Yes
  - ii. Margaret Johnson - Yes
  - iii. Victor Popp - Yes
  - iv. Doug Ayres – previously confirmed he would not seek re-election
- f. Announcement to be made for new board members applications
- g. More feedback from Chairperson discussed on how to proceed with nominations
  - i. Broad discussion on how to proceed with nominations

**ACTION:** Motion by Bradley, seconded by Villicana to authorize Board Chair to appoint a nominating committee comprised of non-Executive Committee members to solicit and recommend candidates for Board elections. Motion Passed Unanimously

- h. Chair to announce nominating committee by EOD Friday, April 19th

#### 15. Travel Paso Destination Brand Development and Website Development Project Status

- a. Brand update and current status of brand project
  - i. Overview of project so far
  - ii. Preliminary concepts to be presented late April/early May
  - iii. Theory SF and Simpleview to work together to ensure cohesion on both projects
  - iv. Board request monthly list of deliverables to better track project
  - v. Discussion on preliminary concepts meeting - Who would be attending
- b. Website project overview
  - i. Kickoff and initial meetings have been made
  - ii. Backend of site is being worked on, visual is hold hold until branding is complete

#### 16. Paso Robles Conference Center Project

- a. Overview from Bradley on the LSA findings
- b. Potential upgrades and changes

#### 17. Visit SLO CAL TBID Renewal

- a. SLO CAL Board approved ½ percent increase for the renewal assessment
  - i. 10 year term



b. How to look at the new assessment and benefits

**NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS**

**ADJOURNMENT - 4:22 p.m.**

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.

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