



MINUTES

Travel Paso Board of Directors – Regular Meeting MINUTES
Tuesday, July 16, 2019 – 2:00p.m.
Holiday Inn Express, 2455 Riverside Ave, Paso Robles, CA 93446

CALL TO ORDER 2:05 By John Arnold

Present: Victor Popp, John Arnold, Margaret Johnson, Angela McKee, Kathy Bonelli

Absent: Steve Martin, Mike Bradley, Brittany Tonkin, Alex Villicana, Bill Roof,

Staff: Danna Stroud, Annie Bowsky

Public:

ANNOUNCEMENTS

- **PUBLIC COMMENT (On Non-Agenda Items)**
 - a. No public comment
- **Announcements**
 - b. Sensorio-Field of Lights to be featured on CBS Morning News on July 23
 - i. Comment on the significance of publicity
 - c. 10 year hotel anniversary for John Arnold at Holiday Inn Express
 - i. Idea for hotelier spotlight as part of future Board meetings
 - d. Acoustify (John Arnold's local band) to play at Island Bar at CA Mid-State Fair July 25th

CONSENT AGENDA

3. Review/Approve June 18, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso June 2019 Monthly Marketing Report
5. Travel Paso June 2019 Media Engagement Report
6. Travel Paso June 2019 Campaign Results
7. Travel Paso STR Report June 2019
 - a. Paso Robles TOT Report will be added to the Consent Agenda going forward
8. City of Paso Robles TOT Report May 2019
 - a. Added to monthly consent agenda
 - b. Additional question from McKee on number of RV spaces created by the opening of Cava Robles in July of 2018
9. Visit SLO CAL STR Report May 2019
10. Executive Director Report
11. Executive Committee July 11, 2019 Meeting Notes
 - a. Executive Committee notes will be added to the Consent Agenda going forward
12. Approve Business Liability Insurance Policy Renewal
 - a. Liability renewal due August 1st
13. Approve Employee Insurance Benefit Renewal
 - a. Employee health benefit renewal to stay at Silver Level
 - b. Due August 1st



14. Approve Conflict of Interest Policy Direction to Engage Civitas to Review Visit SLO CAL Policy and Advise Changes Customized for Travel Paso
 - a. Per Glenn Burdette recommendation, there is a need for Travel Paso to have a conflict of interest form in place for Board Directors to sign each year.
 - b. Re-engage with Civitas to create COI policy based on review of SLOCALs approved COI policy

ACTION: Moved by Bonelli, seconded by Johnson to approve the Consent Agenda as presented. Motion Passed 5-0.

NEW BUSINESS, UPDATES & DISCUSSIONS

Imperative #1: Actively Lead the Tourism Community in Paso Robles

15. Review and consider approving comments to City Council re: Short Term Rental Ordinance
 - a. Revised STR Ordinance B-1 will have first reading at the July 16th Paso Robles City Council meeting
 - i. Does not ban STRs in R-1 zones, adds caps and parking restrictions to zones
 - ii. Question from Popp on how ordinance was created
 1. The City considered a compilation of all feedback received from residents
 - iii. Mayor Martin, Councilman Strong, and Councilman Garcia will be voting on current ordinance
 - iv. Comments to City Council written to encourage action and get ordinance in place to better track data to secure real time information
 1. Small edits made to draft based on board feedback

ACTION: Moved by McKee, seconded by Johnson to approve comments by Travel Paso to verbally submit for the record to the City Council re: Short Term Rental Ordinance with edits based on board feedback. Motion Passed 5-0.

16. Review and consider approving Travel Paso Marketing Committee additional members
 - a. Review of current committee members
 - b. New members (two) to fill arts and culture and lodging space

ACTION: Moved by Popp, seconded by McKee to approve Travel Paso Marketing Committee additional members, Laura Callahan (Martin Resorts) and Tracy Strann (Sensorio). Motion Passed 4-0. Johnson abstained.

Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization

17. Review and consider approving June 2019 Financials
 - a. Carryover will not show as revenue but will be earmarked for carry over, identify revenue stream outside of budget

ACTION: Moved by Johnson, seconded by Popp to approve June 2019 Financials. Motion Passed 5-0.



- b. Consider approving transfer of \$102,148.17 (Accumulated Reserve) to 6-month CD with PPBI (Action)
 - v. Glenn Burdette recommended placing the accumulated reserve into a separate account
 - vi. Recommended by the Executive Committee to create six month accrual account

ACTION: Moved by Popp, seconded by Johnson to approve using the \$102,148.17 (Accumulated Reserve) to open a 6-month CD with PPBI. Motion Passed 5-0.

- 18. Consider date change for August 20, 2019 Regular Board meeting
 - a. Recommendation is change to August 27, 2019 with Executive Committee meeting August 15, 2019
 - b. Change approved by Exec Committee
 - c. Meeting will also line up with SLOCAL TMD presentation

ACTION: Moved by Bonelli, seconded by McKee to approve date change from August 20, 2019 Regular Board meeting to August 27, 2019 with Executive Committee to consider being moved to a new date, TBD. Motion Passed 5-0.

Imperative #3: Define, Develop and Steward the Paso Robles Brand

- 19. Travel Paso Destination Brand Development and Website Development Project Status
 - a. July 8, 2019 Additional tag research done
 - b. Review of updated tags and research from TheorySF
 - i. Feedback and discussion from board
 - c. Discussion on how to get final feedback on testing
 - d. Once final feedback is received, creative will then be developed and shared with partners

Imperative #4: Build and Leverage Relationships with our Partners

- 20. Community Updates
 - a. SLO CAL TMD Renewal Update]
 - i. County has approved the SLO CAL District Management Plan (DMP)
 - ii. SLO CAL to present TMD proposal at August 14th Lodging Stakeholders meeting and the August 27 Travel Paso Board meeting
 - iii. SLO CAL will present to the Paso Robles City Council on September 5th – the Travel Paso Board will consider a recommendation to share with the City Council at their September 17th meeting.
 - b. PR Conference Center Project Update
 - i. Task Force meeting scheduled for August 12th
 - 1. Project manager job description will be discussed
 - 2. MOU to be executed to define responsibilities between The City of Paso Robles, Paso Robles Event Center, and Travel Paso
 - c. SLO CAL DMS Update
 - i. SLO CAL board to release DMS report tomorrow, July 18th, at their board meeting
 - ii. Copy of DMS to be distributed to board
 - d. Question from McKee on postponement of Cuesta College hospitality program launch event



ADJOURNMENT – Moved by Bonelli, seconded by Johnson to adjourn to the regularly scheduled meeting on August 27th. Motion passed 5-0 at 3:42 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.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Stacie Jacob at 888-988-PASO least 48 hours prior to the meeting.