



MINUTES

Travel Paso Board Meeting

Travel Paso Board of Directors – Regular Meeting
Tuesday, May 21, 2019 – 2:00p.m.
Courtyard by Marriott, 120 S. Vine Street, Paso Robles, CA 93446

CALL TO ORDER 2:05 By Victor Popp

Present: Victor Popp, Kathy Bonelli, John Arnold, Alex Villicana, Mike Bradley, Brittany Tonkin, Bill Roof

Absent: Doug Ayers,

Staff: Danna Stroud, Annie Bowsky

Public: Rich Verruni - Allegretto Vineyard Resort

ANNOUNCEMENTS

- **PUBLIC COMMENT (On Non-Agenda Items)**
 - a. Introduction of Rich Verruni, General Manager of the Allegretto Vineyard Resort.
- **Announcements**
 - b. Announcement of Sensorio opening in Paso Robles
 - i. Overview by Popp and Stroud
 - 1. Board members encouraged to contact Travel Paso if they would like to meet with Sensorio to discuss promotional opportunities
 - ii. Upcoming industry meetings
 - 1. May 29th, Visit SLOCAL hosting Paso Robles Hotel meeting at La Bellasera 4pm
 - 2. June 19th, PRWCA is hosting bi-annual meeting at Park Cinema

CONSENT AGENDA

3. Review/Approve April 16, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso April 2019 Monthly Marketing Report
5. Travel Paso April 2019 Media Engagement Report
6. Travel Paso STR Report March 2019
7. SLO CAL STR Report March 2019
8. Review/Approve Travel Paso April 2019 Financials
 - a. Proposal by Roof to put Travel Paso saving into an MMA saving account
9. Executive Director Report
10. Executive Committee Meeting Notes, May 20th, 2019
11. Review and Consider Approving a Sponsorship Request for Main Street Lavender Festival



ACTION: Moved by Arnold, seconded by Tonkin to approve the consent agenda as presented. Motion Passed Unanimously

BUSINESS ACTION ITEMS

12. Travel Paso Board Elections(Action)

- a. Travel Paso staff and nominating committee recommend tabling elections to June meeting
 - i. Blanket application to all Paso Robles hotels to be distributed
 - ii. Bylaws to be changed to present clearer regulations for board nominations
 - iii. All Paso Robles hotels will be contacted either by email or in person
 - iv. Work with Civitas to review bylaws change

ACTION: Moved by Bradley, seconded by Arnold to table Travel Paso Board Elections to June meeting in order to be more inclusive to all hotels. Motion Passed Unanimously

13. Travel Paso Officer Elections(Action)

- a. Bonelli to step down from nominating committee as she'll be out of country in June, Tonkin to take position
- b. Deadline for applications to apply for board position will be June 10th
 - i. Nominating committee to meet week of June 10th as meeting agenda will need to be posted June 14th

ACTION: No Action on officer elections

14. Review FY 2019-20 Draft Budget (Discussion)

- a. Feedback from board on projected revenue from new room inventory
- b. Discussion on how vacation rentals regulations will fluctuate
- c. Brand, Digital Marketing, Communications to be put under one category for better tracking
- d. Update on new agenda to better align with strategic plan
 - i. Approved by Exec Committee
 - ii. Suggestion by Bradley to include an additional segment as needed

15. Review Voluntary Assessment Agreement (Discussion)

- a. Overview of map and who can be part of voluntary assessment
 - i. Board comfortable with current zip code guidelines as presented
- b. Logistics of vacation rental payment
 - i. Flat rate payment vs. 2% payment
 - ii. Proposed \$600 annual fee or at 2%, depending on profits
- c. Stroud to consult with Civitas
 - i. Final draft to be brought back in June for Board's approval

16. Travel Paso Destination Brand Development and Website Development Project Status (Discussion)

- a. May 22, 2019 Brand Position Presentation
- b. Overview of who will be in attendance
- c. Popp confirming brand will be delivered by July
- d. Website development paused until brand is fully developed



17. Community Updates

- a. SLO CAL TBID Update
 - i. SLO CAL will seek increase to 1.5% assessment at 10 years
 - ii. Looking for assistance in signing petition
 - iii. Discussion on current budget
 - iv. Set up meeting with SLO CAL to discuss city council vote
- b. PR Conference Center Project
 - i. 16th District Agricultural Association Board has determined location for conference center
 - ii. In process of getting renderings and looking at structural issues with architect and engineer

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

ADJOURNMENT – 4:23pm. Moved by Roof, Seconded by Villicana to adjourn. Motion Passed Unanimously.

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.