



CITY OF EL PASO DE ROBLES
"The Pass of the Oaks"

CITY COUNCIL MINUTES

Tuesday, May 15, 2007 7:30 PM

**MEETING LOCATION: PASO ROBLES LIBRARY/CITY HALL
CONFERENCE CENTER, 1000 SPRING STREET**

**PLEASE SUBMIT ALL CORRESPONDENCE FOR CITY COUNCIL PRIOR
TO THE MEETING WITH A COPY TO THE CITY CLERK**

7:30 PM – CONVENE REGULAR MEETING

CALL TO ORDER – Downstairs Conference Center

PLEDGE OF ALLEGIANCE – Led by Scout Kevin Alexander

INVOCATION – Led by Pastor Patrick Sheean

ROLL CALL Councilmembers John Hamon Gary Nemeth, Duane Picanco, Fred Strong, and Frank Mecham

PUBLIC COMMENTS

- Police Chief Cassidy, speaking on National Police Officers Week and related events
- Chuck Miller, announced the visit of an historical B-17 bomber to the Estrella Warbird Museum, May 21-25, 2007
- Annie Robb introduced Elora Hartmann, chair of the 2006/2007 Youth Commission. Miss Hartmann provided an overview of the commission's successes.

AGENDA ITEMS TO BE DEFERRED (IF ANY)

City Manager Jim App requested that Item Nos. 14 and 15, and the Closed Session referred to in the Agenda Addendum be tabled.

PRESENTATIONS

1. **Recognition of Medal Winners - California SkillsUSA Competition 2007**
F. Mecham, Mayor

Randy Canady assisted Mayor Mecham in the recognition of Paso Robles High School Regional Occupational Program Medalists in the *State of California 2007 SkillsUSA Competition*, April 19-22, 2007.

The City Council recessed and reconvened with the Mayor and all City Councilmembers present.

PUBLIC HEARINGS

2. Code Enforcement – Administrative Citation Program

D. Cassidy, Chief of Police

City Council considered establishing an Administrative Citation Program as an alternate method of handling violations of the Paso Robles Municipal Code. Captain Solomon presented the staff report.

Mayor Mecham opened the public hearing. There were no comments from the public, either written or oral, and the public discussion was closed.

Councilmember Nemeth, seconded by Councilmember Strong, moved to introduce for first reading Ordinance No. XXX N.S. amending Chapter 1.02 of the Paso Robles Municipal Code relating to an Administrative Citation Program setting June 5, 2007 as the date for adoption of the Ordinance; and adopt Resolution No. 07-094 setting the Schedule of Fines for the Administrative Citation Program.

Motion passed by the following unanimous roll call vote:

AYES: Hamon, Nemeth, Picanco, Strong, and Mecham

NOES:

ABSTAIN:

ABSENT:

Mayor Mecham adjourned to the Joint Meeting of the Redevelopment Agency and City Council and passed the chair to Agency Chair Strong.

ROLL CALL Agencymembers John Hamon, Frank Mecham, Gary Nemeth, Duane Picanco, and Chairman Fred Strong,

3. Implementation of State Senate Bills 53 and 1809

R. Whisenand, Community Development Director

Pursuant to the requirements of SB 53 and 1809, the Redevelopment Agency and the City Council considered an Ordinance describing the Redevelopment Project Area and the Agency’s policies and procedures for acquiring real property by eminent domain.

Chairman Strong opened the public hearing. Speaking from the public was Walter Heer and David Hanush. There were no further comments from the public, either written or oral, and the public discussion was closed.

Agencymember Hamon, seconded by Agencymember Nemeth, moved to recommend that the City Council adopt an ordinance and direct the City Clerk to file the Revised Notice of Adoption of the Redevelopment Plan.

Motion passed by voice vote.

Chairman Strong adjourned the Redevelopment Agency meeting to the City Council Meeting and passed the chair to Mayor Mecham.

Councilmember Strong, seconded by Councilmember Hamon, moved to introduce for first reading Ordinance No. XXX N.S. containing a description of the Redevelopment Agency Program to acquire real property by eminent domain in the Paso Robles Redevelopment Agency, and set June 5, 2007 as the date for adoption of said Ordinance; and direct the City Clerk to file the Revised Notice of Adoption of the Redevelopment Plan.

Motion passed by the following unanimous roll call vote:

AYES: Hamon, Nemeth, Picanco, Strong, and Mecham
NOES:
ABSTAIN:
ABSENT:

CONSENT CALENDAR

Mayor Mecham called for public comments on Consent Calendar items. The Mayor presented Item No. 7 to Jonni Biaggini, Noreen Martin, and Stacie Jacobs. There were no further comments from the public, either written or oral, and the public discussion was closed.

4. Approve City Council minutes of May 1, 2007
5. Approve Warrant Register: Nos. 69740—69859 (04/27/07) and 69860—70009 (05/04/07) and Other Payroll Services.
6. Receive and file Advisory Body Committee minutes as follows:
Citizens Airport Advisory Committee meeting of March 22, 2007
Parks and Recreation Advisory Committee meeting of March 13, 2007
Project Area Committee meeting of December 6, 2006
Youth Commission meeting of March 7, 2007
7. Proclamation designating May 14-20, 2007 as National Tourism Week.
8. Read, by title only, and adopt Ordinance No. 931 N.S., changing the zoning of property located at the intersection of Buena Vista Drive and Experimental Station Road (APN 025-391-014) from R1 (Single Family Residential) to R2 (Multiple Family Residential), with a maximum density of 8 dwelling units per acre. (FIRST READING MAY 1, 2007)
9. Adopt Resolution No. 07-095 authorizing the City's partnership with the Private Industry Council in the August 23, 2007 North County Job Fair.
10. Adopt Resolution No. 07-096 adding Parcel Map PR 05-0231 (Hedges), a 3-lot residential subdivision located at the west end of 11th Street, to CFD No. 2005-1, recording Amendment to Notice of Special Tax Lien; and adopt Resolution No. 07-097 accepting the recordation of Parcel Map PR 05-0231.
11. Adopt Resolution No. 07-098 authorizing the City Manager to enter into the Memorandum of Agreement with the FAA to commence on October 1, 2007. The agreement consolidates certain non-revenue land leases for essential navigation, communication, and weather-related equipment facilities at the Airport.

Consent Calendar Items Nos. 4-11 were approved on a single motion by Councilmember Nemeth, seconded by Councilmember Strong, with Councilmember Picanco abstaining on Warrant Register Item Nos. 069816, 069958 and 069959, and Mayor Mecham abstaining on Warrant Register Item Nos. 069847, 69989 and 069990.

Motion passed by the following unanimous roll call vote:

AYES: Hamon, Nemeth, Picanco, Strong, and Mecham
NOES:
ABSTAIN:
ABSENT:

DISCUSSION

12. Economic Strategy – Marketing and Promotion

J. App, City Manager

City Council considered restructuring community marketing and promotion efforts.

Mayor Mecham opened the public hearing. Speaking from the public was Marilyn Curry, J.P. Patel, Dick Willhoit, Dale Gustin, Neil Roberts, Noreen Martin, Cindy Newkirk, Vivian Robertson, Stacie Jacobs, and Norma Moyer. There were no further comments from the public, either written or oral, and the public discussion was closed.

Councilmember Nemeth, seconded by Councilmember Strong, moved to adopt the proposed Marketing and Promotion Plan and Restructure; and establish a Promotions Coordinating Council.

Motion passed by the following unanimous roll call vote:

AYES: Hamon, Nemeth, Picanco, Strong, and Mecham
NOES:
ABSTAIN:
ABSENT:

The City Council recessed and reconvened with the Mayor and all City Councilmembers present.

13. Request to Remove One Oak Tree at 751 Longhorn Court (OTR 07-002)

R. Whisenand, Community Development Director

City Council considered a request by Tom Horne to remove one oak tree on a vacant lot at 751 Longhorn Court as part of a permit application to build a new house.

Mayor Mecham opened the public hearing. Speaking from the public was Chip Tamagni, the applicant's arborist. There were no further comments from the public, either written or oral, and the public discussion was closed.

Councilmember Nemeth, seconded by Councilmember Strong, moved to adopt Resolution No. 07-099 approving OTR 07-002 allowing the removal of the 45" Valley Oak tree based on the tree being in poor health and low aesthetic value, and require two 1.5" diameter Valley Oak tree replacements.

Motion passed by the following unanimous roll call vote:

AYES: Hamon, Nemeth, Picanco, Strong, and Mecham
NOES:
ABSTAIN:
ABSENT:

14. Appeal of Seismic Notice and Order (840 13th Street)

D. Monn, Public Works Director

By General Consent Council tabled this item; the applicant completed the required work.

15. Rescind Approval of Parcel Map PR 06-0002 (Jenkins)

R. Whisenand, Community Development Director

By General Consent Council tabled this item to June 5, 2007.

16. Uptown Specific Plan – Development During Plan Preparation

R. Whisenand, Community Development Director

City Council considered options for authorizing or limiting development during preparation of the Uptown Specific Plan (GPA 2007-001B).

Mayor Mecham opened the public hearing. There were no comments from the public, either written or oral, and the public discussion was closed.

Councilmember Strong, seconded by Councilmember Hamon, moved to adopt Resolution No. 07-100, with Option A wording, approving types of development to be authorized during the preparation of the Uptown Specific Plan.

Motion passed by the following unanimous roll call vote:

AYES: Hamon, Nemeth, Picanco, Strong, and Mecham

NOES:

ABSTAIN:

ABSENT:

17. Award of Contract - Parcel and Road Centerline Mapping Services

D. McCue, Information Systems Manager

For the City Council to award a contract for the development of Geographic Information System ("GIS"), parcel and road centerline data. Dan Lambert presented the staff report.

Mayor Mecham opened the public hearing. There were no comments from the public, either written or oral, and the public discussion was closed.

Councilmember Strong, seconded by Councilmember Hamon, moved to adopt Resolution No. 07-101 awarding a contract in the amount of \$38,500 to Wallace Group for GIS parcel and road centerline data.

Motion passed by the following unanimous roll call vote:

AYES: Hamon, Nemeth, Picanco, Strong, and Mecham

NOES:

ABSTAIN:

ABSENT:

18. Award of Contract - Water Treatment Facility Design

D. Monn, Public Works Director

For the City Council to consider appropriating, funding, and authorizing engineering design for a water treatment plant. In order to take delivery of water from Nacimiento Lake in 2010, the City will need to construct a 6 million gallon per day treatment facility at its Thunderbird well field. Christine Halley presented the staff report.

Mayor Mecham opened the public hearing. There were no comments from the public, either written or oral, and the public discussion was closed.

Councilmember Strong, seconded by Councilmember Picanco, moved to adopt Resolution No. 07-102 appropriating \$2,150,000 from Water Operation Funds and enter into a contract with Black & Veatch in the amount of \$1,950,000 to provide services associated with the design of the new water treatment facility.

Motion passed by the following unanimous roll call vote:

AYES: Hamon, Nemeth, Picanco, Strong, and Mecham

NOES:

ABSTAIN:

ABSENT:

19. General Obligation Bond Refinancing

M. Compton, Director of Administrative Services

For the City Council to authorize the refunding of Series A & C bonds of the 1998 General Obligation Bonds.

Current financial market conditions provide an opportunity to modestly reduce property owner tax liability for bonded indebtedness. On April 3, 2007, the City Council authorized staff to proceed with the refunding of Series A & C bonds, refunding the savings evenly over the remaining life of the outstanding bonds.

Mayor Mecham opened the public hearing. There were no comments from the public, either written or oral, and the public discussion was closed.

Councilmember Picanco, seconded by Councilmember Strong, moved to adopt Resolution No. 07-103 based upon the "level savings" scenario

Motion passed by the following roll call vote:

AYES: Picanco, Strong, and Mecham

NOES: Hamon and Nemeth

ABSTAIN:

ABSENT:

CITY MANAGER - None

CORRESPONDENCE - None

ADVISORY BODY COMMUNICATION

20. Schedule Date for Applicant Interviews/Appointments to Advisory Bodies

A. Robb, Library and Recreation Services Director

By General Consent, Council set Thursday, June 14, 2007, at 7:00 PM as the date for interviewing applicants and making appointments to the advisory bodies.

AD HOC COMMITTEE COMMUNICATION

21. Ad Hoc Committee Formation – Uptown Specific Plan

R. Whisenand, Community Development Director

By General Consent, Council appointed Councilmembers Nemeth and Strong to an ad hoc committee for the Uptown Specific Plan, to serve until June 30, 2008.

COUNCIL COMMENTS (Including oral reports on conferences attended)

By General Consent, the CLOSED SESSION was tabled.

By General Consent, Council moved to adjourn from regular session at 10:20 PM.

ADJOURNMENT:

- THE JOINT CITY COUNCIL PLANNING COMMISSION BREAKFAST, FRIDAY, MAY 18, 2007, AT THE TOUCH OF PASO RESTURANT, PASO ROBLES
- THE PASO ROBLES WINE FESTIVAL, ON MAY 18-19-20, 2007, AT THE CITY PARK, PASO ROBLES
- TO THE REGULAR SCHEDULED PLANNING COMMISSION MEETING, TUESDAY, MAY 22, 2007 AT THE LIBRARY/CITY HALL CONFERENCE CENTER, 1000 SPRING STREET, PASO ROBLES
- THE ADJOURNED REGULAR MEETING & PUBLIC WORKSHOP, "DRAFT BUDGET & 4-YEAR FINANCIAL PLAN", WEDNESDAY, MAY 23, 2007, AT 7:00 PM AT THE LIBRARY/CITY HALL CONFERENCE CENTER, 1000 SPRING STREET, PASO ROBLES
- THE ADJOURNED REGULAR MEETING & PUBLIC WORKSHOP, "DRAFT BUDGET & 4-YEAR FINANCIAL PLAN", TUESDAY, MAY 29, 2007, AT 7:00 PM AT THE LIBRARY/CITY HALL CONFERENCE CENTER, 1000 SPRING STREET, PASO ROBLES
- THE SPECIAL MEETING AND PUBLIC WORKSHOP, "DOWNTOWN PARKING ACTION PLAN", AT 7:00 PM, WEDNESDAY, MAY 30, 2007, AT THE LIBRARY/CITY HALL CONFERENCE CENTER, 1000 SPRING STREET, PASO ROBLES
- SLOCOG 20/50 PUBLIC OFFICIALS, SATURDAY, JUNE 2, 2007, AT TEMPLETON MIDDLE SCHOOL, VINEYARD
- THE REGULAR MEETING AT 7:30 PM ON TUESDAY, JUNE 5, 2007, AT THE LIBRARY/CITY HALL CONFERENCE CENTER, 1000 SPRING STREET, PASO ROBLES

Submitted:

Deborah D. Robinson, Deputy City Clerk

Approved:

THESE MINUTES ARE NOT OFFICIAL OR A PERMANENT PART OF THE RECORDS UNTIL APPROVED BY THE CITY COUNCIL AT A FUTURE REGULAR MEETING.

National Peace Officers' Week

National Peace Officers' week is observed this week May 13-19 and today is National Peace Officers' Memorial Day May 15th. In addition, tomorrow on May 16th, local law enforcement will have a county wide Peace Officers' Memorial Day.

The purpose of National Peace Officers' Week is to pay tribute to all law enforcement personnel who, on a daily basis, make our communities safer and more secure places to live. Some die in the line of duty, never to return to their homes or families.

Today, May 15th, Law enforcement and criminal justice agencies from across the country will recognize National Peace Officers' Memorial Day by wearing black bands across their badges and flying their flags at half-staff. In addition, tomorrow on May 16th, we will have our own local Peace Officers' Memorial Day where local law enforcement and criminal justice agencies throughout San Luis Obispo County recognize the eleven peace officers who have lost their lives in the line of duty over the past twelve months.

Flags will be flown at half staff at City facilities today and tomorrow in tribute to those fallen officers. A memorial services will be held at the Mission San Luis Obispo de Tolosa at 9am on May 16th.

**Paso Robles High School - SkillsUSA State Conference
April 19 – 22, 2007**

43 Medaled

Commercial Baking

Nicole Hart - Silver

Computer Maintenance Tech

David Cornelis - Gold

Computer Programming

John Disanti - Silver

Zach Burgraf - Bronze

CPR/First Aid

Garret Silva - Silver

Creed

Tasia Russell - Gold

Culinary Arts

Jeff Benyo - Gold

Tina Gonzales - Silver

Jake Keller - Bronze

Customer Service

Madelyn Stokes - Silver

Electronics Technology

Travis Espig - Bronze

Internetworking

Jarrold Goetz – Gold

Rob Sanner - Bronze

Health Knowledge Bowl

Sabrina DeQuattro - Gold

Nik Holland - Gold

Tommy Lloyd - Gold

Hailey Oster - Gold

Electronics Technology

Jesse McCurly - Gold

Will Bedell - Silver

Food & Beverage Service

Camille Smaby - Gold

Kaylon Benton - Silver

Industrial Motor Control

Nick Zettle - Gold

Job Skills B

Rachae Adams - Silver

Major Appliance Technology

Anthony Macera - Gold

Marine Service Technology

Tyler Espig - Gold

Preschool Teaching Assistant

Heather Wallace - Gold

Lorna Brennan - Silver

Celia Contreras – Bronze

Plumbing

Kyle Covello - Gold

Radio Production

David Matthysee - Gold

Teddy McDougal - Gold

Residential Wiring

Brandon Van - Gold

Ryan Nevarez-Ulloa - Silver

Julian Morales - Bronze

Telecommunications Cabling

Alex Orchard - Gold

TV Video Production

David Semenick - Gold

Rob Van - Gold

Eric Box - Silver

James Rucker - Silver

Sheet Metal

Conrad Searle - Silver

Web Page

Haley Brannon - Bronze

Dustin Cartegena - Bronze

Welding

Max Randolph - Bronze

Advisors

Ric Baca – Advisor, Electronics Technology

Greg Bozwell – Advisor, Marine Services

Randy Canaday – Advisor, Residential Wiring,

Major Appliance, Industrial Motor, Sheet Metal

Dennis Conte – Advisor, Creed/Leadership

Bartt Frey – Advisor, Computer Tech, Internet,

Telecom Cabling, Computer Programming

Tom Henderson – Advisor, Welding

Brenda Matthysee – Advisor, Preschool

Jack Mettier – Advisor, Job Demonstration B

Todd Olivera – Advisor, Health Knowledge,

CPR/First Aid

Dennis Peters – Advisor, Plumbing

Phillip Riccommini – Advisor, Culinary Arts,

Food & Beverage, Commercial Baking

Chris Rudman – Advisor, Radio Production

Scott Sebby – Advisor, TV/Video Production

Kay Vetter – Advisor, Preschool

At the May 15, 2007 Council meeting

*Advisors Tony Macera and Steve Pitts were
also recognized.*

*California Skills USA Secondary President-
Elect, Bryan McPartland.*



Paso Robles Main Street Association

April 14, 2007

Jim App, City Manager
City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

RECEIVED
CITY MANAGER

MAY 14 2007

CITY OF PASO ROBLES

Dear Mr. App:

On behalf of the Paso Robles Main Street Association, I am writing to give our full support to the proposed Marketing/Promotion/ Restructuring strategy as developed for our community, and urge the City Council give it their full approval.

The proposed Marketing and Promotion Plan will provide our city with a comprehensive strategy with which it can efficiently and effectively promote the attractions of our unique community by incorporating the skills and knowledge of several organizations that have been working on their own for many years to promote their own interests. Main Street sees this new strategy as a way to bring all these disparate entities together to create one strong central organization that will help Paso Robles fully realize its potential as a tourist destination, as well as a wonderful place to live and work.

We believe that the downtown is a vital component of any plan to promote interest in our community, and we find this strategy to be well thought out because it is inclusive of all the components that collectively make our city a spectacular tourist destination. Main Street's Board, Committees, and members have worked long and hard to create a downtown that would be an attractive draw for our local citizens and would give visitors to our city an exciting, well-balanced mixture of dining, entertainment, and shopping opportunities. We are confident that the proposed Marketing and Promotion Plan will focus the spotlight on this and other tourism draws in our city in a way that will only be possible if all interested parties are brought together under one umbrella to specifically promote this area to the world. We urge the Council's full support for the plan.

Sincerely,


Norma Moye
Executive Director

835 12th Street #D, Paso Robles, CA 93446

(805) 238-4103 • FAX (805) 238-4029

Email: mainstreet@tcsr.net

Website: www.pasoroblesdowntown.org

Jim App

From: Bill Roof [prhamptoninn@yahoo.com]
Sent: Tuesday, May 15, 2007 3:39 PM
To: Jim App; Frank Mecham; Gary Nemeth; Fred Strong; Duane Picanco; John Hamon
Subject: Marketing and tonight's Item #12

Mr. App, Mayor Mecham and Council Members,

Although I would love to be at the Council meeting tonight it appears that kid's activities will prevent me from doing so. That being said, I want to share with you my opinions on tonight's Item #12.

First off, unlike some of my fellow hoteliers and some of my fellow Chamber Board members, I am completely in favor of not only the formation of a PCC but also of the City becoming involved in the marketing of Paso Robles. I believe this to be a fairly unique plan of action, not unlike many things that our city participates in. It's one of the things that make us special...our willingness to take a chance, try something different, think outside the box.

No one argues the fact that it is time for a change. The big question now seems to be if that change should include City government or not. On this issue, the hoteliers are split, the Chamber Board of Directors are split but the Task Force that brought this idea to the table is not!! Outside of one hotelier on this committee, we are unanimous in our belief that our proposal is the way to go! As a reminder, that committee consists of Bill Roof (GM of the Hampton Inn and Chamber Board Exec. Committee Member), Neil Roberts (Roberts Vineyard Service and Chamber Board Exec. Committee Member), Stacie Jacob (Exec. Director, Wine Country Alliance) Vivian Robertson (CEO, Event Center), Norma Moye (Exec. Director, Main Street Association) Margaret Johnson, Director of Operations, Martin Resorts and Board Member) Dick Wilhoit (Estrella Associates and past Board Chairman) and John Hawley (Owner, Odyssey Cafe and Board Member).

My only concerns now are budget related but my understanding is that the budget won't be discussed tonight. I am confused as to how we can pass this proposal without considering a budget, however.

Regardless, I just wanted to make my feelings known to all of you prior to tonight's meeting. Thank you for your time.

Bill Roof, General Manager

Hampton Inn & Suites
212 Alexa Court
Paso Robles, CA 93446
Phone 805-226-9988

"Our Success is Measured By Your Satisfaction"

May 11, 2007

Honorable Frank Mecham
City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

Dear Mayor Mecham:

The promotion of tourism and how it is done is vitally important to the health and welfare of Paso Robles' economy. It is equally as important that the tourism partners in Paso Robles support the plan. The tourism promotion plan that is being proposed by City staff is not as widely supported as it should be. Therefore, enclosed you'll find an alternative plan that has the endorsement of the **Majority** of the Paso Robles lodging industry, both existing hotels and those under construction or in development, as well as one of the key players in the tourism partnership, the Paso Robles Wine Country Alliance.

The lodging industry feels strongly that the decisions made about tourism promotion should be made by those who live and breathe the industry every day. The new proposal establishes a committee of community tourism professionals, with greater emphasis on the lodging industry than in previous proposals. Funding for the alternative plan utilizes both public sector funds and 1% of the 2% County BID funds that Paso Robles would retain, also under a new BID proposal.

We recommend that there be a transition period between July 1 and December 30 to establish the tourism committee and determine a solid structure for the future. Because of this and the need to grasp this new alternative, we respectfully request that the establishment of the Tourism Promotions Committee per the City staff recommendation be continued to a later date.

Tourism promotion for Paso Robles is too important to rush into a plan that does not have the support of the major players in the industry – Lodging & Wine Alliance. Please consider our request to continue this item to another meeting.

Sincerely,

JP Patel Holiday Inn Express	Kevin Bierl Hampton Inn	Under Development Kevin Bierl La Bellasera
Shirley Masia Black Oak Lodge	Matt Masia Adelaide Inn	Scott Schilling Courtyard by Marriott
Ajay Patel Travelodge	Mitesh Panchal Economy Inn	John King Vaquero de los Robles
Noreen Martin Paso Robles Inn	Hitesh and Pravin Patel Budget Inn	

cc: Paso Robles City Council
Enclosed: Attachment A

Paso Robles Marketing and Promotion Plan

Paso Robles has an exciting opportunity to develop a very effective and efficiently operated tourism promotion organization that will benefit private businesses as well as generate significant contributions to the local tax coffers which will benefit all residents. This organization will develop a plan where 100% of the funds will be used for tourism marketing.

Paso Robles Tourism Funding

To establish an effective marketing plan that is adequately funded, the City of Paso Robles through general fund monies will contribute \$400,000 in 2007-2008. These funds will be enhanced with funds collected by the lodging industry through the countywide Business Improvement District where 1% collected in the city will be retained by the City. These funds are estimated to total \$175,000 in fiscal year 2007/2008. Together, the two methods of funding will total **\$575,000** for Paso Robles Tourism promotion budget.

Paso Robles Tourism Promotion Committee (PRTPC)

Replicating the same successful structure that the Cities of Morro Bay and San Luis Obispo have employed for tourism promotion, Paso Robles should establish an ad-hoc committee made up of lodging, retail, restaurant, winery and activities (i.e. golf, events). The PRTPC will be established to develop and implement the marketing plan for Paso Robles. Because the lodging industry is the primary contributor to tourism promotion either through TOT collections or the BID, (3) three of the committee seats will be lodging representatives. Other committee members will include (1) one seat each for Chamber of Commerce, Main Street, PR Events Center, and City Parks and Recreation for a total of (7) committee members.

City of Paso Robles Role

The committee will meet monthly and be assigned clerical staff from the City of Paso Robles, at no charge to the marketing funds. Funds for the tourism promotion plan will be collected and disbursed by the City per the approved marketing plan of the committee. The City Council will have two “liaison” members to establish seamless communication between the committee and the Council.

The Work of the PRTPC

The tourism committee will develop the marketing plan that covers a range of marketing disciplines as budget allows including, advertising (all mediums), public relations, special promotions and event planning, response fulfillment, and website development. The plan would include budget amounts for the professional services of an advertising agency which may or may not include public relations, and a marketing or event firm to develop and implement special promotions. Visitor services as well as advertising response fulfillment and trade show attendance would be services provided by the Chamber of Commerce. Other partnerships with the City for Tourism Promotion would include the Paso Robles Wine Country Alliance, Paso Robles Main Street, the Paso Robles Events Center and the San Luis Obispo County VCB.

The Alternative Plan

This alternative plan addresses the two objectionable issues of the City Manager’s plan. First, one of the City Manager’s plans relies on the establishment of a 2% Paso Robles-only lodging BID to supplement the City’s contribution. This plan has no support from the Paso Robles hotels. Secondly, both of the City Manager’s plans allocate too much of the total for staff expenses, leaving precious little for actual promotion. A stop-gap measure prior to the BID funds becoming available would be to provide minimal funding for temporary staff.
(B).

Draft Paso Robles Marketing and Promotion Budget

Income:

BID Funds (estimated from 2006/2007 hotel sales)
\$175,000
City of Paso Robles
\$400,000
Total Income
\$575,000

Expenses: (estimated)

	A
B	
Partnership Agreements	
Paso Robles Wine Country Alliance	\$15,000
\$15,000	
Promotional services per Annual contract	
Paso Robles Event Center	\$15,000
\$15,000	
Promotional services per Annual contract	
Paso Robles Main Street	\$85,000
\$85,000	
Promotional services per Annual contract	
SLO County VCB	\$37,000
\$37,000	
Promotional services per Annual contract	
Paso Robles Chamber of Commerce	\$50,000
\$50,000	
2 Visitor Center Services	\$30,000
Advertising fulfillment & Toll Free Number (reimbursed exp)	\$15,000
Trade Show Travel (reimbursed exp)	\$ 5,000
Marketing Programs	
Response Fulfillment	\$50,000
\$50,000	
Visitors Guide production (no advertising)	
Visitors Guide distribution (2 CA Welcome Centers, other)	
Other printed collateral production (activity map?)	
Website development	\$45,000
\$45,000	

Website hosting	\$ 2,000
\$ 2,000	
E-newsletter distribution costs (12 per year)	\$ 4,000
\$ 4,000	
Trade show registration	\$10,000
\$10,000	
Tour de Paso Robles – SF	
Tour de Paso Robles – LA	
International Pow Wow – (co-op)	
Meeting Planner events – (co-op)	
Consumer shows (2)	
Other	
Public Relations Services	\$30,000
\$30,000	
Develop/implement/create strategies	
Develop/produce press releases	
Develop and pitch story ideas	
Distribution to media	
Coordinate press trips	
Arrange for media interviews	
Proofing all collateral materials	
Develop/produce content for website	
Produce and distribute E-newsletter	
Public Relations materials (production costs)	\$10,000
\$10,000	
Develop/produce photo CD	
Press release stationery	
Press kit (minimal use)	
Photography	\$ 5,000
\$5,000	
Event coordinator services	\$30,000
(delayed)	
Develop/implement/create strategies	
Produce touring itineraries	
Coordinate and implement special promotions with Paso Robles businesses (radio, packages, etc)	
Coordinate and implement travel trade/press visits	
Advertising design services	\$20,000
\$20,000	
Develop/implement/create advertising strategies	
Develop design for ads, website, newsletters	
Place advertising	
Billboard Advertising	\$15,000
\$15,000	
Magazine Advertising	\$50,000
\$50,000	
CA Visitors Guide (co-op)	
California consumer magazines (some co-op)	
SLO County Visitors Guide	
Newspaper Advertising	\$10,000
\$10,000	

Central Coast Escapes	
Other	
Internet Advertising	\$60,000
\$60,000	
Variety of online websites	
Pay-per-click	
Internet SEO	\$15,000
\$15,000	
Visitor Profile Research	\$10,000
\$10,000	
Printing	\$ 5,000
\$ 5,000	
Community newsletter	
Biz letterhead, envelopes, etc.	
Contingency	<u>\$ 2,000</u>
\$ 2,000	
Staff	
<u>\$30,000</u>	
1 Part-time (6 months salary + benefits)	
Total Expenses	\$575,000
\$575,000	

Marketing	100%
95%	
Administration	0%
5%	

- PRTP Committee make-up (7)**
- 3 hotels (BID Lodging Advisory Board)
 - 1 Wine Country Alliance
 - 1 Main Street
 - 1 Chamber of Commerce
 - 1 Events Center

- Professional Services**
- Paso Robles Chamber of Commerce
 - Paso Robles Event Center
 - Paso Robles Main Street
 - Advertising agency/Public Relations agency
 - Event coordinator agency
 - San Luis Obispo County VCB

May 15, 2007

Mayor Frank Mecham
Paso Robles City Council
City of El Paso de Robles
100 Spring Street
Paso Robles, CA 93446

**Re: Promotions Coordinating Committee – Agenda Item 12
City Council Meeting May 15, 2007**

Gentlemen:

The purpose of this letter is to provide the Council with the recommendations of the Chamber of Commerce Board of Directors regarding the proposal for a new Promotions Coordinating Committee (“PCC”) for the marketing of Paso Robles. Our Board and various sub-committees thereof have done extensive reviews and analyses of Mr. App’s memo to the Council which sets forth this proposal.

As you know, the Chamber initiated the Task Force that recommended the implementation of the PCC. The Chamber is in full support of the PCC to the extent that it is a consortium of the major marketing stakeholders in Paso Robles. Our Board believes the model set forth by the Task Force calling for a committee of representatives from the Chamber, Main Street Association, the Wine Country Alliance and the Event Center, along with two local hoteliers and one other private business person will be the most effective mechanism to direct the tourism marketing and promotion efforts for Paso Robles.

However, the proposal now before the Council calls for “a public relations and marketing tourism organization [to be] established within the City government.” As representatives of private business, our Board voted that the marketing and promotions work should not be done by government but rather should be performed by businesses in the private sector. The reasoning is as follows:

- The PCC could request bids from local marketing firms to perform specific marketing tasks thereby obtaining specialized services on an as-needed basis

- Private firms would compete for the contract(s) which would promote competition and support local businesses
- Private firms are best suited to respond to the seasonal demands of the tourism cycles
- Private firms are uniquely suited to be flexible and “lean and mean” in executing contract obligations, providing the best “bang for the buck”
- Oversight by the PCC would be easier since specific contract obligations would be set forth prior to the time work was initiated
- If an individual provider was found wanting the PCC could easily engage a different firm for subsequent contract work
- There are innumerable qualified local marketing, advertising and promotions firms available to contract for the PCC work

Additionally, the proposal as set forth contemplates a budget of \$400,000. As you know, the Chamber, through the VCB, has done the marketing work for Paso Robles for many years.¹ Experience tells us the budget as set forth is simply inadequate.

For all of these reasons we urge you to endorse the concept of the PCC, i.e., local stakeholders overseeing the marketing efforts for Paso Robles. But, we believe you should table approval of government workers implementing the marketing and allow input from the citizenry at the upcoming budget workshops before implicitly agreeing to the proposed budget and the specific application of tourism marketing as a government function.

Thank you for considering the opinions of our community’s business leaders in directing the future of Paso Robles.

Very truly yours,
Paso Robles Chamber of Commerce


Marilyn P. Curry
Chair of the Board of Director

¹ Interestingly, since losing our VCB director in December, the Chamber has contracted out the VCB marketing tasks. Our VCB vice-chair is of the opinion that the work done under this contract is the most effective marketing approach by the VCB in recent years.