



PROMOTIONS COORDINATING COMMITTEE MINUTES

Monday, January 12, 2009
10:00 A.M.

**MEETING LOCATION: CITY HALL LARGE CONFERENCE ROOM, UPSTAIRS
1000 SPRING STREET, PASO ROBLES**

CALL TO ORDER Meeting called to order at 10:03 a.m.

ROLL CALL Committee members present: Vivian Robertson, Mike Gibson, Margaret Johnson and Pam Lyon. Assistant City Manager Meg Williamson, Tourism Promotions Support Staff Shonna Howenstine

ARRIVED AFTER ROLL CALL Norma Moya, Stacie Jacob

ABSENT Matt Masia

DISCUSSION

1. Approval of Minutes of 11-05-2008.

A motion was made by Vivian Robertson to approve the minutes. Motion was seconded by Mike Gibson and passed unanimously.

2. Motion to Change Agenda to Include an Amgen Tour Update.

It was moved, seconded, voted on and approved unanimously to include the update.

3. BID Status Report

Meg Williamson gave a verbal update on BID progress. **Norma Moya and Stacie Jacob arrive.** Progress report - BID taxes will take effect 2/1/09, they have put together a 7-member advisory board, they are continuing to meet to put together a marketing plan. Stacie Jacob recommended that the PCC and BID should meet and find a way to move forward with both bodies working together on a complimentary plan for marketing and promotions. No action taken.

4. Amgen Tour of California Update

City of Paso Robles Special Events Coordinator and Technical Director for the Amgen Tour of California LOC, Freda Berman, informed the group about the route; the downtown and Niblick Bridge look; street closures; the downtown "hard closure" from 7:00 pm on 2/18 to 7:00 pm on 2/19; Booster Club; Lifestyle Festival; Parking and shuttle information.

5. Establish Regular PCC Meeting Cycle

It was decided that the second Tuesday of the month at 3:30 pm in the City Hall large conference room would be the regular meeting. Meetings will be monthly for the first quarter of 2009, then switch to bi-monthly when the group has gotten caught up on outstanding agenda items.

The PCC will be following the regular Advisory Body model with a chair, vice chair, standardized agenda items, a “public comment” portion of each meeting, etc. Chair and Vice Chair will be chosen at the **next meeting February 10, 2009**. Stacie Jacob will conference call in, as she will be out of town.

It was also discussed that two members’ terms expire in June 2009. Stacie Jacob suggested that the PCC request Council renew both terms, since the group is just now instituting a regular meeting schedule and has laid good groundwork to begin building on. No action taken.

6. SLOCVCB Update

Stacie Jacob gave a verbal update, as a board member of the SLOCVCB and on the selection committee for the Executive Director position. The SLOCVCB board has opted to hire a consultant as a “change agent” for the next 6 months to evaluate the next steps to be taken in SLO County tourism promotions, including identifying a stable funding source, rather than relying on membership dues or government funding in an uncertain economy. City-specific BID efforts will be examined, as well as looking into the possibility of support for a county-wide BID.

7. PCC Member Updates

Stacie Jacob, Executive Director, Paso Robles Wine Country Alliance – Zinfandel Festival is 3/20 – 3/22, brochures are available; Anne Laddon is doing the artwork for Zinfandel Festival, Wine Festival and Harvest Wine Weekend. Each year one artist will do the art for all three festivals in order to better incorporate art into the Paso Robles experience; Saveur magazine is once again a partner in the Wine Festival and the PRWCA ran a full page Experience Paso Robles ad in the Saveur Top 100 issue; the PRWCA is starting their Grand Tasting Tour in Los Angeles and Orange County, since we are their drive market, and is now incorporating 4 local chefs into the tasting; January is Restaurant Month county-wide.

Margaret Johnson, COO, Martin Resorts - Indicated her interest in the preliminary planning meetings that are leading up to the first BID Advisory Committee meeting. She will be in touch with Noreen Martin to learn more of these efforts; the Paso Robles Inn has hired a customer service consultant for their restaurant operation.

Vivian Robertson, Executive Director, Paso Robles Event Center – Cal Poly Western Bonanza is set for 2/13 – 2/15; PCCHA Derby starts 3/7; currently booking Fair entertainment, not decreasing quality and keeping an upbeat and positive attitude; event calendar is full but the change in the economy has forced the Equine Experience to cancel; a State furlough is in effect and at some point PREC employees will be forced to take mandatory weekdays off, days of the week have not yet been decided; the new kitchen is under construction next to Commercial Building 2; there are plans for a Wine Plaza to be put in where the Ponderosa stage is currently, the style will be more upscale without a western theme.

Pam Lyon, Hospitality Director, Estrella Associates, Inc. – River Oaks Hot Springs is promoting a local package for Esprit du Vin with La Quinta and the 46 East wineries; EAI is running tourism updates on the front page of their website; EAI sent out 6,600 “Second Home” mailers from the Cottages with an opt-in program that offered a Wine Tasting Experience as a giveaway and got a strong response; Golf course business is up due to being the least expensive course in town; River Oaks Hot Springs collaborated with the Chamber by giving away free massages or hot springs soaks for each \$100 purchase downtown during the Christmas shopping season.

Mike Gibson, CEO, Paso Robles, Chamber of Commerce – Handed out the new visitors guide; Chamber is participating in the Amgen Tour of California call tree to build up Booster Club memberships; email blast and February newsletter will feature Amgen Tour of California; Women in Business is taking the Amgen Tour presentation this month; Legislative Committee is evolving into an Economic Development Committee and believes tourism is key to Paso Robles surviving the first quarter of 2009, Meg Williamson offered to help in the Economic Development effort.

Norma Moye, Executive Director, Paso Robles Main Street Association – Concentrating on family promotions; studies (unspecified area) show that attendance is down at all events except free events; Holiday events had a great turnout (30,000 at Vine Street Showcase, 2,000 at Light the Downtown and 65 Christmas parade entries); Norma handed out her Spring through Fall promotion calendar and her 2009 Calendar of Events.

8. Studios on the Park Presentation

Anne Laddon, Sasha Irving and Barbara Partridge showed the Studios on the Park introduction DVD in order to get input from the PCC members about a kick-off event. Meg Williamson explained the Follow the River Follow the Dream program and explained the opportunity for Studios and Follow the River to collaborate on an art festival for Memorial Day Weekend, described by Anne, Barbara and Sasha. PCC members expressed interest in the event with the stipulation that the Memorial Weekend date not become the permanent date yet. **Stacie Jacob left the meeting**, citing that she is in full support of this event. **Mike Gibson left the meeting**. Pam Lyon offered to meet with Studios to brainstorm ways to tie their concurrent Kruse Auction event in with Studios' proposed event. Studios would like the PCC to be in support of this event before they bring it before City Council. No action taken.

9. PCC Advisory Goals

Meg Williamson informed the group that a letter stating the goals of the PCC is due to City Council by January 19th. The remaining group quorum (Margaret Johnson, Pam Lyon, Norma Moye and Vivian Roberston) agreed that the top goal of the PCC is to stay the course with strong support of Tourism and Promotions during these rough economic times; Pam Lyon suggested that the message should expressly reference continued support of the approved Marketing Plan and support of the Paso Robles BID efforts. The quorum agreed unanimously. Meg Williamson will draft a communiqué to reflect the PCC recommendation and share with the entire group.

ADJOURNMENT

At 12:32 pm the meeting was adjourned.

MINUTES OF THE **SENIOR CITIZEN ADVISORY COMMITTEE**

February 9, 2009 ~ Senior Center, 270 Scott Street, Paso Robles

CALL MEETING TO ORDER

Chairperson Gruner called the meeting to order at 1:35 p.m.

PLEDGE OF ALLEGIANCE

Pluma led the Pledge of Allegiance.

ROLL CALL

Members present: Edna DeBardelaben, Donn Ragle, Bill Pluma, Grace Myers, Richard Gruner and Beverly Bridges

Absent: Dale Gustin and Jan Stemper-Brown

City staff present: Judy O'Neal, Lynda Holt, Annie Robb, Charlotte Gorton, Michael Seden-Hansen, David McCue and Dave Bouffard

City Council rep present: Mayor Duane Picanco

Absent: Ed Steinbeck

Guest(s): Cate Holzer, Doreen Bird and Barbara Partridge

PUBLIC COMMENT

Annie Robb, Director, requested the Addendum be moved to Business Item # 4 on the agenda.

CONSENT AGENDA

1. It was moved and seconded by Pluma/Ragle, to approve the Minutes of the January 12, 2009 meeting. Motion carried.
2. **Senior Endowment Report**
The balance was \$ 291,851.03 as of the 1/22/09 report.

BUSINESS ITEMS:

3. **Senior Center Security**
 - Sergeant Dave Bouffard gave an update involving the recent robbery of two computers at the Senior Center. He recommended purchasing an alarm system that is tied into the Police Department.
 - Lynda Holt, Recreation Coordinator – Senior Citizens, advised Emergency Services has approved installation of panic hardware to the door of the Library. We had people in our community volunteer to replace both computers.

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- Dave McCue, IT Manager, told members the replacement computers will be secured with cables when they are installed next week.
4. **City/Studios on the Park Festival of the Arts**
- Barbara Partridge, spokesperson for Festival of the Arts, a non-profit organization, working in coordination with the City of Paso Robles in their 2006 Economic Strategy, asked the Senior Advisory Committee for a \$10,000 donation towards their goal to secure a \$4 million State River Parkway Grant.
 - After much discussion, it was moved and seconded by Myers/DeBardelaben to donate \$10,000 from the Senior Endowment Fund to Festival of the Arts, to be used as seed money. Motion carried.
5. **Dutra Recognition**
- Lynda stated Helen Dutra has resigned from the Senior Citizen Advisory Committee.
 - At the June 8, 2009 meeting, we will recognize both Dutra and DeBardelaben for their many years of volunteer service on this Committee.

UPDATES:

Fundraising

- Bill Pluma, Chairman, discussed the Harris Ranch fundraiser in May, passed out the revised the flyer and reviewed the ticket. The Mayor recommended Bill announce the fundraising at a City Council meeting.
- Chairman Gruner handed out a financial report of the 3rd Annual Black Tie Bingo fundraiser back on September 6, 2008. Lynda will ask Senior Volunteer Services to write a check to the Senior Endowment Fund for \$13,000 leaving \$2400 seed money for the Harris fundraiser and start up seed money for the 4th Annual Black Tie Bingo.

Outreach – No report

Transportation

- Michael Seden-Hansen, Transit Coordinator, handed out a Dial-A-Ride brochure and talked about the following:
 1. The latest news about the Ride-On Shuttle service and the price increase
 2. City projects pending government funding, and
 3. March 17 is “Go Green - Use Transit”. You can ride for free if you wear green to celebrate St. Patrick’s Day; another form of advertising for Dial-A-Ride.

CITY COMMUNICATION/REPORTS

Lynda Holt, Recreation Coordinator, reported senior citizen participation is climbing. Back by popular demand, the calendar will be in the monthly newsletter.

Charlotte Gorton, Recreation Services Manager, thanked Edna for her work in the Martin Luther King event at the Senior Center. The Dream March was a huge success and growing every year.

Senior Citizen Advisory Committee Minutes of 2/9/09

We had a lot of public participation as well as the Youth Commission and Paso Robles High School. February 27 is our annual Chocolate Fantasia sell out event at Centennial Park.

Annie Robb, Director, talked about the new Spring Activity Guide. She reminded members about the City Council Goal Setting public workshops, and talked about the city budget.

Mayor Picanco also encouraged members to attend the public workshops, AMGEN tour coming to town and the city budget.

UNSCHEDULED MATTERS

Lynda showed off the new book shelf made by the Woodworking Group to store the audio/visual material in the senior library. The material was purchased by the Library Foundation.

Edna announced Barbara Partridge will be the guest speaker at the Juneteenth special event at the Senior Center on June 19, 2009.

ADJOURNMENT

It was moved and seconded by Bridges/DeBardelaben, to adjourn the meeting at 3:45 p.m. Motion carried.

Adjourn to the City Council Goal Setting Workshops on February 11 and February 21, 2009, and then to the next regular Senior Citizen Advisory meeting on Monday, March 9, 2009, 1:30 p.m. at the Senior Center, 270 Scott Street, Paso Robles.

THESE MINUTES WERE APPROVED BY THE SENIOR ADVISORY COMMITTEE AT THEIR NEXT 3/9/09 MEETING

Respectfully submitted by secretaries: Judy O'Neal and Grace Myers



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

MINUTES OF THE PASO ROBLES YOUTH COMMISSION

Wednesday, February 4, 2009

School District Board Room, 800 Niblick Road, Paso Robles

CALL MEETING TO ORDER

The meeting was called to order at 3:16 p.m.

ROLL CALL

Members present: Kyle Elliott, Alma Lopez, Margarita Uribe, Jesse Kinsell, Roy Bezkostny, Sara Callahan, Alex Bonnifield, Rebecca Horne, George Hernandez, Zoe Kingsbury and Lulu Tseng
Absent: Michael McLean
City staff present: Charlotte Gorton, Vicky Jeffcoach and Charles Lorenzen
Absent: Judy O'Neal
City Council present: Duane Picanco and Nick Gilman
Guest(s): Tom Harrington, Paso Robles High School Vice-Principal

PUBLIC COMMENT - None

CONSENT AGENDA

1. It was moved and seconded by Bonnifield/ Bezkostny to approve the Minutes of the January 7, 2009 meeting. Motion carried.

BUSINESS ITEMS

2. Guest Speaker
 - Tom Harrington, Paso Robles High School Vice-Principal attended the meeting to discuss the issue of parking fees at the High School. Mr. Harrington discussed limited parking spaces available (320 spots) and the parking problems at the High School. This problem has resulted with an increase in accidents, lack of security staff to patrol the parking lot, no faculty parking, vandalism and shortage of state funding. He passed out a letter addressed to Parents and Students about the new parking permit that goes into effect August 2009 (see Attachment A).

3. **Guest Speaker**

- Charles Lorenzen, City Park and Street Maintenance Supervisor, passed out his business card and discussed his job in detail, as the “go-to-guy” regarding parks, roads, signals, trees, etc.

4. **City Council 2009 Goals**

- Charlotte Gorton, Recreation Services Manager, handed out the City Council Goal recommendations listed by individual Youth Commissioners to vote on the top three.
- Youth Commissioners recommended the following to go to City Council:
 1. It was moved and seconded by Callahan/Bezcostny to create a work experience program and jobs within the city government focused towards high school and college students. Motion carried.
 2. It was moved and seconded by Bezcostny/Bonnifield to increase recreational activities. If kids had more things to do, there would certainly be less drug and alcohol abuse. Furthermore, money spent by teens on recreation would go towards OUR CITY and not San Luis Obispo. Motion carried.
 3. It was moved and seconded by Kingsbury/Bonnifield to create more shopping opportunities for everyone in Paso Robles, especially younger adults.

AD HOC COMMITTEE UPDATES

Community Service (*Callahan, Horne, Kingsbury and Tseng*)

Rebecca reported on the following:

- a) Martin Luther King – The Dream event was very successful and her favorite event to volunteer.
- b) Amgen – A sign-up list and reminder was sent asking for volunteers for the Amgen Tour reception February 16.
- c) Peoples Self Help Housing – Flyers were passed out asking for volunteers to help with the afterschool program.
- d) Chocolate Fantasia – A sign-up sheet and reminder was sent around for Commissioners who want to volunteer at this recreation event at Centennial Park on February 20.

Community Awareness (*Elliott, McLean, Lopez and Uribe*)

- a) Margarita reported they are working on getting more information to high school students with flyers and the school newsletter.

Events (*Bezcostny, Bonnifield, Hernandez and Kinsell*)

- a) Discussed the High School Jazz Band performing as kick-off to the summer Concerts in the Park. This acts as a kick off for the concerts, as well as a way to involve teens.

CITY COMMUNICATION/REPORTS

Charlotte Gorton, Recreation Services Manager, reported on a tight budget and strategies the City is using to balance the budget. She thanked the Youth Commissioners for their volunteer service to our community.

Vicky Jeffcoach, Recreation Coordinator – Youth and Teens, reported on the recreation ski trip February 7 – 9 and the Lakers trip April 9.

Mayor Picanco advised the City Council is working on their Goal Setting. He is interested in increasing volunteer opportunities such as Adopt-A-Trail, Adopt-A-Street, and Adopt-A-Park programs. Boys Scouts are already interested. There are some groups already involved like the Lions Club who painted curbs red downtown. The Youth Commission is dealing with some of the same issues the City Council is dealing with, such as parking.

UNSCHEDULED MATTERS/TEEN ISSUES

Member Hernandez asked about the restoration of Sherwood Park? Mayor Picanco advised some of the park Master Plan has been done like Sherwood Forest, but he is sure that lack of money has to do with any further restoration at Sherwood Park.

ADJOURNMENT

It was moved and seconded by Bonnifield/Callahan to adjourn the meeting at 4:43 p.m. Motion carried.

Adjourn to the next regular meeting on Wednesday, March 4, 2009, 3:15 p.m., at the School District Board Room, 800 Niblick Road, Paso Robles.

THESE MINUTES WERE APPROVED BY THE YOUTH COMMISSION AT THEIR 3/4/09 MEETING

Respectfully submitted by Sara Callahan and Charlotte Gorton