



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

**AIRPORT ADVISORY COMMITTEE  
SPECIAL MEETING - MINUTES**

Monday, March 9, 2009 - - 7:00 PM  
Airport Terminal Conference Room – 4900 Wing Way

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**CALL TO ORDER** - Roll Call:

Committee members: Bray, Caruthers, Cook, Kenyon, & Rice  
Absent: J.C. Diefenderfer  
Planning Commission: Steve Gregory, Gary Nemeth  
Staff: Meg Williamson, Roger Oxborrow

**PUBLIC COMMENT**

None

**COMMITTEE BUSINESS**

**1. Minutes**

A **motion** by Mr. Bray, seconded by Mr. Cook to approve the February 26, 2009, minutes passes unanimously.

**2. Sub-Committee Reports**

- City Liaison – No report.
- Airport Promotion – No report.
- Airport Business Plan – Mr. Kenyon reviews the current status of previous assignments.

**DISCUSSION**

**3. Development Review – Handley**

Staff presents an overview of this project as it has been revised and will now be again reviewed by the Planning Commission. The Committee is requested to consider the revised plan to determine incompatibility issues with Airport operations and Airport Land Use limitations. A number of questions are presented regarding condominium status, the establishment of investor ownership and the ability to occupy any of the premises as residential in the future. To each question, the applicant provided an answer, or staff referred to proposed project conditions which address the particular issue. At the conclusion of the discussion, the only item not adequately addressed was the size limit of refrigerators in the casitas. Staff and the applicant agreed to include a limit of 7.5 cubic feet in the conditions. Thereafter, a **motion** by Mr. Kenyon, seconded by Mr. Cook to recommend approval of the project to the Planning Commission, passed with a roll call vote: Ayes – Kenyon, Cook, & Caruthers; No – Bray; Abstain – Rice.

No other business is presented.

**ADJOURN** – 8:40 PM

to the City Council Meeting, March 11, 2009, 7:00 P.M., 1000 Spring Street.  
to the next regular meeting, April 23, 2009, 7:00 PM, 4900 Wing Way.

# **MINUTES OF THE** **PASO ROBLES YOUTH COMMISSION**

Wednesday, March 4, 2009

School District Board Room, 800 Niblick Road, Paso Robles

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## **CALL MEETING TO ORDER**

Chairperson Horne called the meeting to order at 3:18 p.m.

## **ROLL CALL**

Members present: Sara Callahan, Zoe Kingsbury, Kyle Elliott, Michael McLean, Roy Bezkostny, Jesse Kinsell, Rebecca Horne, George Hernandez, Alma López, Lulu Tseng, and Alex Bonnifield  
Absent: Margarita Uribe  
City staff present: Shonna Howenstine, Charlotte Gorton, Judy O’Neal and Vicky Jeffcoach  
City Council present: Duane Picanco  
Absent: Ed Steinbeck  
Guest: Gustavo Vela, Oak Park Leadership

## **PUBLIC COMMENT**

Vicky Jeffcoach, Recreation Coordinator – Teens, introduced Gustavo Vela as a member of the Oak Park Leadership Group.

## **CONSENT AGENDA**

1. It was moved and seconded by McLean/Bezkostny, to approve the Minutes of the February 4, 2009 meeting - motion carried.

## **BUSINESS ITEMS**

2. **Guest Speaker**
  - Our guest speaker today is Shonna Howenstine, who promotes tourism for the City of Paso Robles. She handed out the beautiful Paso Robles 2009 Destination Guide, annual events list and media kit to help describe her job as “the best job in the world”. Some of the City’s major attractions are: wine industry, people come from all over to have their weddings in our beautiful country, and softball tournaments at Barney Schwartz Park. These major events bring in bed tax revenue that help the city financially. We also have a great working relationship with the Paso Robles Event Center that brings in major equine events throughout the year, as well as the annual Mid State Fair.

Youth Commission Minutes of 3/4/09

3. **Council Goal Setting**

- Charlotte Gorton, Recreation Services Manager, passed out and reviewed the City Council 2010-2013 Goals adopted at their March 4 meeting. Mayor Picanco talked about the importance and involvement from the Youth Commission. He explained the City's Redevelopment Agency, Funds and Projects.
- Charlotte asked Commissioners what criteria they want for a work experience or internship program. Commissioner comments were:
  - Jesse would like to see a job similar to Charles Lorenzen, Park Supervisor, where a person could learn a skill and put in volunteer hours as well. He suggested partnering with the R.O.P. job training program at the high school.
  - Rebecca would like to work in City tourism. She has worked as a volunteer in the Library's Summer Teen Reading Program which she enjoyed and recommends modeling after the library program.
  - Sara would like training in hotel management.
- Charlotte discussed goals such as living within our means, establishing adequate water fees and City improvements in our streets, alleys, parking and City Park restrooms.

4. **Recruiting for Youth Commissioners**

- Charlotte stated the City has ten (10) vacant positions to fill on this committee by June 30, 2009. She asked each Commissioner to bring a prospective new member to the April 1 meeting.
- Judy O'Neal, Administrative Assistant, mentioned you can get the volunteer advertisement and advisory application on the City's website. Each Commissioner had the form and advertisement attached to their agenda to help recruit new members. Please let the prospective members know they can drop off their applications to me at the next April 1 Youth Commission meeting, Centennial Park, City Hall, or the City Library by April 30, 2009 the deadline.

**AD HOC COMMITTEE UPDATES**

Commissioners met for 15 minutes and then gave updates on following issues:

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

Horne discussed Commissioners volunteered at the Amgen kick-off party at Kennedy Fitness Center and at the Annual Chocolate Fantasia event at Centennial Park. Horne took volunteer sign-ups for the upcoming recreation events:

1. Kite Fest on April 18 at BSP
2. Fishing Derby on 4/25 at BSP
3. Father/Daughter Ball on 5/2 at Centennial Park (see Vicky Jeffcoach)
4. Monster Skate Event on 5/2 at Pioneer Skatepark (see Chad Dawson) and
5. Taco Bell Track Meet on 5/16 at the High School track field (see Chad Dawson).

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

McLean said this group is working to fill vacancies on the Youth Commission. At the High School, Commissioners will talk to their AVID and Leadership classes and they would like to advertise in the school newspaper.

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

Bezkostny talked about the High School Jazz Band doing a teen concert at a recreation event, or at the Hot Air Balloon event April 24 or 25.

**CITY COMMUNICATION/REPORTS**

Charlotte talked about the two new classes offered on Water Safety Instruction April 6-10 and Lifeguard Instructor Training March - April 3. After teens acquire the proper certification, they can apply for a summer job to work at our City pools. With this training, you can also apply at other aquatic centers in the County, local fitness centers, etc. Charlotte passed out a flyer and will email it to you. Summer staff interviews will be held on April 9, 2009.

Vicky Jeffcoach, Recreation Coordinator for Teens, let everyone know about the Lakers vs. Denver basketball bus trip on April 9 with game time at 7:30 p.m.

Mayor Picanco complimented the Youth Commission for their goal suggestion that became one of the City Councils adopted Goals. He also advised that he was a part of the Library's Brushmark's Teen Art Contest and congratulated Zoe Kingsbury for taking first place. We have a lot of young talent in our community.

**UNSCHEDULED MATTERS/TEEN ISSUES**

Alex Bonnifield attended the School District Board meeting. The School District members would like the Youth Commission to assign one person to represent them at the monthly School District Board meetings. Alex will check further with the School District Board on what exactly they want the rep to do and will contact Charlotte.

The Commissioners were reminded if they plan to attend the School District Board meetings, to be aware they are governed by the Brown Act and cannot confer on Youth Commission issues.

**ADJOURNMENT**

It was moved and seconded by Bonnifield/McLean, to adjourn the meeting at 4:47 p.m. - motion carried.

Adjourn to the re-scheduled meeting on Wednesday, April 15, 2009, 3:15 p.m. after spring break, at the School District Board Room, 800 Niblick Road, Paso Robles.

**THESE MINUTES WERE APPROVED BY THE YOUTH COMMISSION AT THEIR 4/15/09 MEETING**

Respectfully submitted by secretaries Sara Callahan and Judy O'Neal



## PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, February 10, 2009  
3:30 P.M.

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

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**CALL TO ORDER** Meeting called to order at 3:37 p.m.

**ROLL CALL** Committee members present: Vivian Robertson, Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, and Pam Lyon. Assistant City Manager Meg Williamson, Tourism Promotions Support Staff Shonna Howenstine.

**ABSENT** Margaret Johnson

### DISCUSSION

#### 1 COMMITTEE BUSINESS

**1. Approved Minutes of 1-12-09 PCC Meeting**

Consideration and action by all PCC members

Vivian Robertson moved to approve, seconded by Pam Lyon. Motion carried by unanimous vote.

**2. Election of PCC Chair and Vice Chair**

Consideration and action by all PCC members

Stacie Jacob nominated Matt Masia as Chair, seconded by Vivian Robertson. Matt accepted the nomination and was elected by unanimous vote.

Mike Gibson nominated Pam Lyon as Vice Chair, Stacie Jacob seconded. Pam accepted the nomination and was elected by unanimous vote.

### DISCUSSION

**3. Paso Robles Festival of the Arts (with Studios on the Park)**

M. Williamson, Assistant City Manager – consider recommendation to City Council for future event in City Park

The committee expressed their support for this event and will draft a letter to be read at City Council on 2/17 stating the same. Matt Masia stated he would be in attendance to read the letter on behalf of the PCC.

**4. Paso Robles Tourism Study – Marketing Directions Draft Report**

M. Williamson, Assistant City Manager – discussion of draft report & schedule future Q&A session if desired

The committee suggested a few changes within the report for clarification. There was consensus that an appropriate next step would be to schedule a phone conference with SMG (Carl Ribaud) to

answer questions and discuss the marketing strategy recommendations. The Committee expressed hope that the BID Advisory Committee would have interest in jointly discussing the SMG Study and evaluating mutually beneficial marketing strategies.

**5. Visitor Web Site Update**

M. Williamson, Assistant City Manager – verbal update

Meg Williamson provided a verbal update on the website progress, including Kraftwerk's ability to do website design and coordination of site construction with NIT within the framework of their existing logo design contract. The data base and site mapping is complete along with photography and text. A preliminary web site design could be presented as early as April, with the site up and functional in Summer 2009.

**6. PCC Member and Staff Updates**

Opportunity for each PCC member and City Staff to present brief updates of respective tourism related efforts

PCC members provided individual verbal updates.

**FUTURE AGENDA ITEMS:**

- Paso Robles Tourism/Marketing Study – Phone Conference with SMG (Ribaudó)
- Brand Standards
- Web Site Design presentation

**ADJOURNMENT AT 5:00 P.M**



## **TOURISM AND LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT COMMITTEE MINUTES**

**Tuesday, February 24, 2009  
1:00 P.M.**

**MEETING LOCATION: UPSTAIRS LARGE CONFERENCE ROOM, CITY HALL  
1000 SPRING STREET, PASO ROBLES, CALIFORNIA 93446**

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**CALL TO ORDER** Meeting called to order at 1:03PM.

**ROLL CALL** Committeemembers present: Kimberly Foo, Margaret Johnson, Noreen Martin, Victor Popp, Bill Roof, Shawn Styler.

**ABSENT** Matt Masia

### **COMMITTEE BUSINESS**

#### **1. Overview of Committee Support Structure**

J. Throop, Administrative Services Director and M. Williamson, Assistant City Manager – verbal report

Meg Williamson and Jim Throop gave an overview of how the City of Paso Robles and City staff would be supporting and facilitating the actions of the BID.

#### **2. Election of BID Chair and Vice Chair**

Consideration and action by all BID members

Bill Roof nominated Shawn Styler as Chair, Noreen Martin seconded, Shawn accepted the nomination and was elected unanimously.

Margaret Johnson nominated Kimberly Foo as Vice Chair, seconded by Victor Popp, Kimberly accepted the nomination and was elected unanimously.

A Marketing Subcommittee was formed by committee consensus, consisting of Noreen Martin, Victor Popp and Matt Masia with Margaret Johnson as a PCC representative alternate.

It was decided by committee consensus that the Chair and Vice Chair would act as signers on the checking account with Bill Roof as alternate. Jim Throop will draft a direction letter for Administrative Services and a Protocol Document for the committee.

#### **3. Establish Regular Meeting Cycle & Schedule**

Consideration and action by all BID members

It was agreed by committee consensus to meet every fourth Tuesday from 1:00 to 2:30PM at City Hall.

### **DISCUSSION**

**4. Paso Robles Tourism Study – Marketing Directions Draft Report**

M. Williamson, Assistant City Manager – Discussion of draft report & schedule future Q&A session if desired

Meg Williamson gave an overview of the Draft Marketing Report and the committee agreed to a joint meeting with the Promotions Coordinating Committee on 3/10/09 to take a conference call presentation of the report from Carl Ribaudo of SMG.

**5. Draft Marketing Plan (presentation by Mental Marketing)**

After presentation by Mental Marketing - Discussion of future steps by all Committee

After receiving the Marketing Report and Presentation from SMG and meeting with City staff to discuss the structure of the website, Mental Marketing will submit their marketing plan at the next regular meeting on March 24, 2009.

**6. Marketing Services – Professional Service Contract with Mental Marketing**

M. Williamson & J. Throop – Discussion and consideration for recommendation to City Council

Mental Marketing will be prepared to submit their Marketing Plan with a goal of City Council consideration of their contract on 4/7/09.

**FUTURE AGENDA ITEMS:**

- Financial Protocol Summary

**ADJOURNMENT** The meeting was adjourned at 3:30PM.





## PROMOTIONS COORDINATING COMMITTEE MINUTES

### TOURISM AND LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT COMMITTEE MINUTES

#### ADJOURNED REGULAR JOINT MEETINGS:

#### Paso Robles Tourism Study – Marketing Directions Draft Report

Tuesday, March 10, 2009  
2:00 P.M.

**MEETING LOCATION: PASO ROBLES LIBRARY/CITY HALL CONFERENCE CENTER  
1000 SPRING STREET, PASO ROBLES, CALIFORNIA 93446**

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**CALL TO ORDER**      The meeting was called to order at 2:01PM.

**ROLL CALL**      Promotions Coordinating Committee Members: Vivian Robertson, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon

**ABSENT**      Stacie Jacob

**ROLL CALL**      Tourism and Lodging B.I.D. Committee Members: Kimberly Foo, Margaret Johnson, Matt Masia, Victor Popp, Bill Roof, Shawn Styler

**ABSENT**      Noreen Martin

**PUBLIC COMMENT**      None

#### **PCC COMMITTEE BUSINESS:**

##### **1. Minutes of 2-10-09 PCC Meeting**

Consideration and action by all PCC members

Norma Moye moved to approve the minutes without changes, Vivian Robertson seconded. Minutes approved by unanimous vote.

#### **JOINT PCC/BID DISCUSSION ITEM:**

##### **1. Paso Robles Tourism Study – Marketing Directions Draft Report**

Conference Call Presentation and Discussion with Carl Ribaldo of SMG - followed by BID/PCC group discussion and action recommendations as appropriate.

Carl Ribaldo went over the report page by page and answered questions and reported that the visitor information was culled from a SLOCVCB opt-in survey with a large sampling (approximately 10,000 respondents) done in the fall.

Carl Ribaldo made recommendations to the group in regard to BID and PCC tourism and promotions efforts dovetailing, including cooperating on a website rather than having two separate efforts. He

recommended that the lodging portion of the website should make it easy for the visitor to “get straight to booking a room”. He also recommended getting involved in the County VCB restructuring effort, as our best bet is to promote the county along with our city. He recommended a “Wine Plus” positioning for Paso Robles to garner tourism beyond just wine and culinary interests. He also recommended the use of social media and a good website.

Carl Ribaldo advised the group that the entire county tourism study is available on the EVC website.

No action recommendations were made by the group.

Mike Gibson left the meeting at 3:30PM.

**ADJOURNMENT:** Meeting was adjourned at 3:52PM.