

# TOURISM AND LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT COMMITTEE MINUTES

Tuesday, April 28, 2009 1:00 – 2:30 P.M.

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

CALL TO ORDER Meeting was called to order at 1:02PM.

**ROLL CALL** Committee Members: Kimberly Foo, Margaret Johnson, Noreen Martin, Matt Masia, Victor Popp, Bill Roof, Shawn Styler. City Staff: Meg Williamson and Shonna Howenstine. Guests: Maryann Stansfield and Mark Elterman of Mental Marketing. Public: Bill Reed, Central Coast Marketing.

**PUBLIC COMMENT** No public comments were made.

**COMMITTEE BUSINESS** Bill Roof moved and Margaret Johnson seconded approval of 4/14 minutes. Motion passed unanimously. It was decided by committee consensus to extend the monthly meeting time to 3:00 pm.

#### DISCUSSION

- Festival of the Arts Update and Sponsorship Opportunity Meg Williamson updated the group on the progress to date. Maryann recommended appropriating \$1,200 for the Festival of the Arts. Matt Masia move to accept the recommendation, Bill Roof seconded and the motion passed unanimously.
- 2. Website Update and Discussion

Maryann Stansfield and Meg Williamson answered the outstanding conditions of website approval, the previous action to accept the website stands.

#### 3. Mission Statement Development

Maryann Stansfield requested tabling this discussion due to lack of time, it was agreed by committee consensus to add this to the next agenda.

#### 4. Marketing Plan Execution

Maryann Stansfield gave an overview of the next 30 days of Mental Marketing's execution of the marketing plan. It was decided by committee consensus that the marketing subcommittee as previously elected will authorize payment and bring expenditures to the regular board meeting for full board approval and for the finance chair and vice chair to sign. It was also decided that Mental Marketing will provide a board packet with the monthly agenda and minutes.

#### FUTURE AGENDA ITEMS:

- Mission Statement Development
- Marketing Results Measurement
- SLOCVCB Marketing Plan
- SLO Regional Airport Marketing Presentation

**ADJOURNMENT** The meeting was adjourned at 2:55PM.

# MINUTES OF THE PASO ROBLES YOUTH COMMISSION

### Wednesday, May 6, 2009

### School District Board Room, 800 Niblick Road, Paso Robles

### **CALL MEETING TO ORDER**

Chairman Horne called the meeting to order at 3:20 p.m.

### ROLL CALL

Present:	Sara Callahan, Kyle Elliott, Jesse Kinsell, Rebecca Horne, Lulu Tseng,
	George Hernandez, Zoe Kingsbury, Margarita Uribe, Roy Bezkostny,
	Alex Bonnifield, and Alma Lopez
Absent:	Michael McLean
City staff present:	Charlotte Gorton, Vicky Jeffcoach and Judy O'Neal
City Council present:	Mayor Duane Picanco and Councilman Nick Gilman
Guest speakers:	Bill Spencer of Paso Robles High School and Rand Harris and his
	Emergency Services Response Team, and Cameron Holt

### **CONSENT AGENDA**

1. It was moved and seconded by Bezkostny/Uribe to approve the Minutes of the April 15, 2009 meeting. Motion carried.

### **BUSINESS ITEMS**

### 2. <u>Guest Speaker</u>

- Bill Spencer, Paso Robles High School gave a presentation with questions on bullying in our schools and what is being done to prevent it. He also showed the "Don't Laugh at Me" video, and discussed the various signs of identifying bullying. School officials do quarterly training, but teachers and school personnel need to be trained since they are required by law to intervene if they see bullying at school. Mr. Spencer encouraged teens to report bullying because the victims are usually too scared to report it for fear of retaliation.
- This subject is a major problem in all schools every where. Bullying is also the subject of the Oprah Winfrey Show today.
- Students commented Challenge Day was very important and used as a preventative for bullying. Mr. Spencer agreed, but it is a very expensive, one-time "feel good day" that may last approximately one month. Schools and students need an ongoing awareness program to keep these skills active.

Youth Commission Minutes of 5/6/09

• He asked if students knew about the Service Learning Project. He told the teens to contact him at the High School if they were interested in working with him to make their school safe.

# 3. <u>Guest Speaker</u>

- Randy Harris and his Emergency Response Team of three came to the meeting also as guest speakers. Their team works and lives together at the fire station for 48 hours and then they are off four days. Their goal is to respond to calls within four minutes and on an average, they receive six to eight calls a day, depending on the season. The city works with the county to cover emergency calls outside the city limits.
- We offer a Ride-a-Long program to the high school students 16 years old and up from 8 a.m. to 5 p.m. This is an educational opportunity to see if this is the line of work teens want for a career.

# 4. <u>Recruitment Update</u>

- Judy O'Neal, Administrative Assistant, thanked everyone for their help in advertising to help fill ten vacancies. We received thirteen applications for ten vacancies needed. All applicants will be interviewed by City Council on May 7 and then appointed the same night.
- The new applicants are usually invited to the June meeting.

# 5. Final Meeting Arrangements

- Charlotte Gorton, Recreation Services Manager, discussed where the Commissioners want to have their final meeting and we usually plan a going away party for the outgoing members. Vicky Jeffcoach, Recreation Coordinator, asked if they would give her some ideas on programming the teen center from 1 to 9 p.m. at Centennial Park. One way to do this is to have their June meeting, view what is in the teen room and give her their recommendations while having their last meeting, going away party at Centennial Park.
- After discussion, the menu was decided for the going away party.

# AD HOC COMMITTEE UPDATES

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

Sara gave an update that Youth Commissioners are signed up to volunteer at the following events:

- 1. Taco Bell Track Meet May 9
- 2. Festival of the Arts May 23
- 3. Senior Picnic May 30

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

Year-end report at the May 19 City Council meeting

• Charlotte and Annie will meet with Alex, George, and Rebecca on Wednesday, May 13 around 3:30 p.m. at Centennial Park to discuss the Council year-end update.

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Events (Bezkostny, Bonnifield, Hernandez and Kinsell)

- 1. Youth Commissioners and Vicky worked at the Hot Air Balloon Festival.
- 2. Kyle Elliott was the only Commissioner who worked the Father/Daughter Ball at Centennial Park.
- 3. Concert in the City Park Vicky would like to meet with you after this meeting to discuss concert next year.

## **CITY COMMUNICATION/REPORTS**

Charlotte Gorton, Recreation Services Manager, discussed the Recreation Division is very busy working on Monster Skate, Fishing Derby, Kite Fest, Father/Daughter Ball, 2009 Summer Aquatic Swim lessons are on-line, the summer Activity Guide is coming out Friday, May 8, and we are also working on Festival of the Arts scheduled for May 23.

Vicky Jeffcoach, Recreation Coordinator, asked graduating teens to come back and see staff at Centennial Park to let us know what you are doing. Keep in touch so we can share your success stories with ongoing Youth Commissioners.

Council report

- Mayor Picanco is very impressed with the Youth Commission and thanked everyone for their volunteer efforts and doing a good job. The City Council would like Youth Commissioners to stay in touch and let them know your schooling and/or career choice(s).
- The City of Paso Robles is planning to have the annual Fourth of July Fireworks Show at Barney Schwartz Park. The City is looking for volunteers to work at the event and for financial sponsors to help pay for the fireworks show.
- The City is advertising two part-time, summer jobs to get the word out regarding the water issue.

## **UNSCHEDULED MATTERS/TEEN ISSUES** - None

## **ADJOURNMENT**

It was moved and seconded by Bonnifield/Tseng to adjourn the meeting at 4:34 p.m. Motion carried.

Adjourn to the next regular meeting on Wednesday, June 3, 2009, 3:15 p.m., at the Centennial Park – Teen Room, 800 Niblick Road, Paso Robles.

### THESE MINUTES WERE APPROVED BY THE YOUTH COMMISSION AT THEIR 6/3/09 MEETING

Respectfully submitted by secretaries: Sara Callahan and Judy O'Neal

Youth Commission Minutes of 5/6/09

# MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

May 11, 2009  $\sim$  Senior Center, 270 Scott Street, Paso Robles

# **CALL MEETING TO ORDER**

Chairperson Gruner called the meeting to order at 1:40 p.m.

## PLEDGE OF ALLEGIANCE

Member DeBardelaben led the Pledge of Allegiance.

## ROLL CALL

Members present:	Edna DeBardelaben, Bill Pluma, Dale Gustin, Jan Stemper-Brown,
-	Grace Myers, Richard Gruner, and Beverly Bridges
Absent:	Donn Ragle
City staff present:	Lynda Holt and Charlotte Gorton
Absent:	Annie Robb and Judy O'Neal
City Council present:	Mayor Duane Picanco
Absent:	Councilman Ed Steinbeck
Guest:	Steve Austin

## **PUBLIC COMMENT**

Steve Austin was introduced as one of the four newly appointed members of the Senior Citizen Advisory Committee by the City Council at the May 7 interviews.

### **CONSENT AGENDA**

1. It was moved and seconded by Gustin/DeBardelaben to approve the Minutes of the April 13, 2009 meeting. Motion carried.

### 2. <u>Senior Endowment Report</u>

- The balance was \$292,966.58 as of the 4/22/09 report.
- Charlotte reported \$515 was deposited in memory of Madeline Rose into the Senior Endowment Fund in April.

Senior Citizen Advisory Committee Minutes of 5/11/09

# **BUSINESS ITEMS:**

# 3. Wild West Barbecue Fundraiser Recap

- Bill said the barbecue was a success. There was a wonderful musical act and a power horse show. Almost everything was donated and the net profit is approximately \$3723.
- Charlotte, Lynda, and Richard thanked Bill Pluma for his hard work. Bill would like to step down from doing fundraising.
- Members discussed monies brought in for the Senior Endowment Fund from the Wild West Barbecue Fundraiser for the raffle, refreshments, and 50/50.

# 4. Festival of the Arts – May 23 Update

- Charlotte Gorton, Recreation Services Manager, gave the update for Director Robb.
- Richard reported they purchased the lemonade and need some more volunteers. Lynda said she would help recruit volunteers. There is a meeting Wednesday night at City Hall Conference Room at 6:30 p.m.

# 5. <u>Senior Sensation – May 30 Update</u>

- Lynda handed out volunteer sign up sheet. Entertainment will be Dave Malloy and the picnic tables sponsored by Creston Village will have blue umbrellas. Humana will be a sponsor as well. Jan asked about raffle prizes.
- Lynda reported Senior of the Year will be awarded and pie and ice cream will also be served. She has tickets ready to sell.

## 6. Senior Citizen Advisory Committee Appointments

- Charlotte gave update on the six vacancies for the Senior Advisory Committee. Council appointed two regular members to two-year terms: Steve Austin and Joni Watson; and re-appointed Dale Gustin and Bill Pluma to two-year terms. We still have two vacancies on this Committee who would be alternates. Member Gruner knows of two prospective applicants.
- We will celebrate outgoing members at the next June 8 meeting.

# **UPDATES**

## Fundraising

• Pluma said it looks good for money brought in for the raffle.

## Outreach

• Gustin reported members are pleased with recent outreach and senior events.

## Transportation

- Stemper-Brown had no report but did comment on image and change in marketing was very positive.
- Richard and Lynda noted the Senior Volunteer Services Program is interested in duplicating the Friendly Rides Program in the south county. The new funding may contribute funds for our mileage reimbursement as well.

Senior Citizen Advisory Committee Minutes of 5/11/09

# **CITY COMMUNICATION/REPORTS**

- Lynda gave an update on May senior activities. Also, Paige Newman has given her notice and is leaving the Senior Center. Staff is looking at options available on how to fill this part-time position.
- Charlotte advised on recent recreation May events: Kitefest, Fishing Derby, Father/Daughter Ball, Taco Bell Track Meet, Festival of the Arts and coming up is the Fourth of July Fireworks show at Barney Schwartz Park.
- Mayor Picanco gave the Council report and continued the discussion on the Fourth of July Fireworks show at Barney Schwartz Park. This is a community event and they have really stepped up to the plate by donating to help make this event happen. We are still looking for volunteers.
- Lowe's executives are coming to meet with city officials on Friday. Budget meetings start this week. Water issues are still happening. The water fountain in City Park will only be run for special events.

# **UNSCHEDULED MATTERS**

• Richard may not be here in June. He recommended the Senior Advisory Committee set up a non-profit organization. It may cost \$200 to get started and they will have to file annual taxes. He thanked everyone for helping and he has enjoyed working with them.

## **ADJOURNMENT**

It was moved and seconded by Gustin/DeBardelaben, to adjourn the meeting. Motion carried.

Adjourn to the next regular meeting on Monday, June 8, 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 6/8/09 MEETING

Respectfully submitted by Grace Myers and Charlotte Gorton0

Senior Citizen Advisory Committee Minutes of 5/11/09

# MINUTES OF THE PARKS AND RECREATION ADVISORY COMMITTEE

### Tuesday, May 12, 2009

### Centennial Park – Live Oak Room, 600 Nickerson Drive, Paso Robles

## CALL TO ORDER

Vice-Chairman Gibson called the meeting to order 4:07 p.m.

## ROLL CALL

Members present:Robert Gibson, Rosalie Wolff, and Randal MoosAbsent:Robert Nash and Janice WatsonCity staff present:Annie Robb, Charles Lorenzen, Doug Monn, and Judy O'NealCity Council present:John Hamon and Nick GilmanPlanning Commission present:Steve Gregory

### **PUBLIC COMMENT** - None

### **CONSENT AGENDA**

1. It was moved and seconded by Wolff/Moos to approve the Minutes of the April 14, 2009 meeting. Motion carried.

### **DISCUSSION ITEMS**

#### 2. Parks Volunteer Program

- Vicky Jeffcoach, Recreation and Parks Volunteer Coordinator, passed out and explained the new Volunteer Project application form with the city waiver attached.
- Vicky discussed a few volunteer projects that she has worked on with the following groups: Church of Ladder Day Saints, Paso Robles Pony Baseball, Highland Church Group and Noon Time Rotary.
- It was recommended that staff track the number of hours volunteers work, keep signed waivers on file and keep information for future reference if applying for a grant.
- Director Robb stated that when Vicky needs help on her volunteer projects, she may be able to ask the members of this committee for assistance.

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# 3. **Festival of the Arts**

- There is an all-hands meeting on
- May 13 at the Library Conference Center at 6:30 p.m.
- We still need adult volunteers.

# 4. Parks & Recreation Advisory Committee Appointments

• Director Robb advised the Council appointed Janice Watson, Ralph Almirol, and Karen Kinsell to fill the vacancies for the next two years. Their terms start July 14, 2009.

# <u>CITY COMMUNICATION/REPORTS</u> – No report

# **UNSCHEDULED MATTERS**

• Randal Moos report on recreational karting activities in Santa Maria.

# **ADJOURNMENT**

- It was moved and seconded by Wolff/Moos to adjourn the meeting at 4:42 p.m.
- Adjourn to the next regular meeting on Tuesday, June 9, 2009, 4:00 p.m. at Centennial Park-Live Oak Room, 600 Nickerson Drive, Paso Robles.

## THESE MINUTES WERE APPROVED BY THE PARKS & RECREATION ADVISORY COMMITTEE AT THEIR 6/9 MEETING

Respectfully submitted by Judy O'Neal, Administrative Assistant

Parks & Recreation Advisory Committee Minutes of 5/12/09



# PROMOTIONS COORDINATING COMMITTEE MINUTES

### Tuesday, May 12, 2009 3:30 P.M.

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

#### CALL TO ORDER

**ROLL CALL** Committee Members: Vivian Robertson, Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon. City Staff: Meg Williamson, Dave McCue and Shonna Howenstine. Maryann Stansfield of Mental Marketing, Thomas Reiss with Kraftwerk Design.

#### **PUBLIC COMMENT**

No public comments were made.

#### PCC COMMITTEE BUSINESS:

#### 1. Minutes of 4/14/09 PCC Meeting

Norma Moye motioned to accept minutes as changed, Mike Gibson seconded, motion passed unopposed.

#### **PRESENTATIONS:**

#### 2. Brand Standards

Thomas Reiss of Kraftwerk Design reviewed the brand standards developed by Kraftwerk Design and noted that web standards now need to be added. Stacie Jacob recommended that the City of Paso Robles be made the contact for the brand.

#### 3. Website Design

Thomas Reiss of Kraftwerk Design led discussion on Visitor Website Design. Colors and sliding photos were approved by committee consensus. A link will be sent out after the meeting to get PCC input on site mapping and tab labels.

#### **COMMITTEE REPORTS**

Matt and Pam attending the City Council meeting on 5/5/09 in support of National Tourism Week. Meg is drafting a staff report to extend Pam Lyon and Margaret's Johnson's terms.

#### **FUTURE AGENDA ITEMS:**

#### **Events – Development of Policies/Protocols**

#### ADJOURNMENT:

Meeting adjourned at 5:12 PM.

# **MINUTES OF THE LIBRARY BOARD OF TRUSTEES**

May 14, 2009 ~ Paso Robles City Library, 1000 Spring Street, Paso Robles

President Denise Surber; Vice President Jane Carey; Doug Bates; Jerome Boxer; Ryan Ward

#### **CALL MEETING TO ORDER**

President Surber called the meeting to order at 9:01 a.m.

#### ROLL CALL

Don Rader, Administrative Assistant, took roll as follows:			
Members present:	Bates, Boxer, Carey, Surber, Ward		
Absent:	-None		
City Staff:	Annie Robb, Director of Library and Recreation Services;		
	Julie Dahlen, City Librarian		
City Council rep:	Councilman Fred Strong		

#### PUBLIC COMMENTS -None

#### **CONSENT AGENDA**

1. A motion was made by Member Boxer, seconded by Member Bates, to approve the Minutes of the April 9, 2009 meeting. Motion passed. Voice vote: 5 ayes, no dissent.

### **DISCUSSION ITEMS**

#### 2. Upcoming Library Board of Trustees Changes

-President Surber talked about the changes coming for the makeup of the Library Board. Mary Morrison was appointed and will begin her term in July 2009. President Surber was reappointed, and Member Ryan Ward will be stepping down.

### 3. Advocacy Activities

-President Surber discussed her attendance at the April 21, 2009 City Council meeting. She also suggested that the Board write letters to the legislators and the governor urging them to not take funds away from the cities and counties. President Surber also talked about a possible Black Gold System Advisory Board project which would look into the feasibility of making radio and television spots system-wide that would promote library use.

#### 4. **<u>Review June 2009 Art</u>**

-Art for the month of June was reviewed. Wall art will be by Cindy Madsen, while the display case will be done by Staff for the Children's Summer Reading Program.

#### **COMMUNICATIONS/REPORTS**

-Julie Dahlen talked about the changes occurring within the Friends of the Library. With past president and store manager Charlie Haas resigning, Doris Dempsey is now the new president with Pat Dempsey store manager. Julie also noted that the Library Foundation will have a booth at the Festival of the Arts.

-Annie Robb told the Board the Festival of the Arts is shaping up for Memorial Day weekend. She also has been working on the budget. With no funding for anything new, alternate means to accomplish goals, programs, and projects is being considered.

-Councilman Fred Strong discussed the water conservation plan currently in effect. He also talked about the waste water plant and how the City is mandated by the state to update equipment and the method of treatment.

#### **UNSCHEDULED MATTERS**

-Member Bates related to the Board about the Google digitalization project of books, and how by doing so Google will claim the rights to thousands of orphan books.

#### **ADJOURNMENT**

-Adjourned at 10:15 a.m. to the Festival of the Arts in the City Park on Saturday, May 23<sup>rd</sup>, 2009, then to the regularly scheduled meeting of the Library Board of Trustees on Thursday, June 11, 2009, 9:00 a.m. in the Story Hour Room of the Paso Robles City Library, 1000 Spring St.

#### These minutes were approved by the Library Board of Trustees at their June 11, 2009 meeting.

Respectfully submitted by Don Rader, Administrative Assistant

Library Board of Trustees Minutes of May 14, 2009



# TOURISM AND LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT COMMITTEE MINUTES

Tuesday, May 26, 2009 1:00 – 3:00 P.M.

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

**CALL TO ORDER** Meeting was called to order at 1:00PM.

**ROLL CALL** Committee Members Present: Margaret Johnson, Matt Masia, Bill Roof, Shawn Styler. Committee members absent: Kimberly Foo, Noreen Martin, Victor Popp. City Staff: Meg Williamson and Jim Throop. Mental Marketing Staff: Maryann Stansfield and Mark Elterman. Public: Bill Reed, Sal DeMauro, Wendy McBane.

PUBLIC COMMENT No public comments were made.

COMMITTEE BUSINESS None. April 28, 2009 minutes will be added to the next meeting agenda.

#### DISCUSSION

#### 1. Financial Update

Maryann Stansfield reviewed the annual budget in its suggested format. Minor suggestions were made on how to make the forma more readable. Media budget and invoicing to date were also reviewed.

#### 2. PR/Social Media Update

Maryann Stansfield reviewed the Platform Draft. Committee made suggestions, including adding equine related events as a key message and to de-emphasize the "old west" theme references.

#### 3. Media Update

Maryann Stansfield presented several elements of media program progress including BID Committee Naming recommendations (and tagline) from the marketing subcommittee. It was moved by Margaret Johnson, seconded by Bill Roof and passed unanimously (4-0) to use the "Travel Paso Robles Alliance" and tagline "*Stay. Play. Just Hours Away.*" when referencing the committee/group.

Maryann Stansfield reviewed the Social Media Briefing document with the group and answered general questions. No action was taken.

Maryann reviewed the Public Relations 30-Day Action Plan with the group. No action was taken.

Mark Elterman gave an overview of the Travel Trend Analysis report and noted Mental Marketing will be updating the summary on a regular basis to keep the group's efforts focus.

Maryann Stansfield shared information regarding the L.A. Times Advertorial that has received amazing response, and shared the graphic add.

#### 4. Website Update

Maryann Stansfield gave a quick briefing on the temporary landing page created for inquiries and visitors responding to the L.A. Times piece. No specific completion timeline is available at this time, but Mental Marketing and City representatives are continuing to collaborate on site design and functionality to meet the broadening needs of the visitor website.

#### 5. Mission Statement Development

The two Mission Statement options were presented by Mental Marketing for the Committee's consideration. After discussion, it was moved by Bill Roof, seconded by Matt Masia, and passed unanimously (4-0) to adopt "version 2" of the mission statements, but excluding the words "the City of" in the statement. The mission statement reads as follows:

"To brand, market and promote Paso Robles as the authentic destination of choice on a regional, national and global level to targeted leisure, family, business, group travelers resulting in more frequent visitation, longer stays and increased revenue."

#### FUTURE AGENDA ITEMS:

- Joint Meeting of the BID and PCC on June 25, 2009 at 2:00 for SLOCVCB Marketing Plan presentation
- SLO Regional Airport Marketing Presentation

**ADJOURNMENT** The meeting was adjourned at 3:20PM.



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

# AIRPORT ADVISORY COMMITTEE MINUTES

#### Thursday, May 28, 2009 - - 7:00 PM Airport Terminal Conference Room – 4900 Wing Way

#### CALL TO ORDER - Roll Call:

Committee members:	Bray, Caruthers, Diefenderfer, Cook, Kenyon, & Rice
City Council:	John Hamon
Planning Commission:	Gary Nemeth
Staff:	Roger Oxborrow

#### **PUBLIC COMMENT** - None

#### **COMMITTEE BUSINESS**

#### 1. Minutes

A motion by Mr. Bray, seconded by Mr. Cook to approve the April 23, 2009, minutes passes unanimously.

#### 2. Sub-Committee Reports

- <u>City Liaison</u> No report.
- <u>Airport Promotion</u> No report.
- <u>Airport Business Plan</u> The sub-committee met with representatives of the newly-formed Paso Robles Airport Association. There are resources available that may be of assistance to the business plan effort. Mr. Kenyon feels that we are at a point where City Council review of the plan direction is necessary before more work can be done. He will present a draft of the proposed Council presentation at the next meeting.

#### **DISCUSSION**

#### 3. Development Status Report

Staff provides a rendering of the proposed facility for Specialty Silicone Fabricators, which will be constructed in the Industrial Park. Work is anticipated to begin on September 1. The deviation in the business park, south of the Boys School, which will accommodate more of the wine making, storage and related services was discussed. Mr. Nemeth helped clarify the changes that were review by the Planning Commission. The committee considered density, traffic circulation and any changes in development entitlements that might occur with these proposed changes. No action is taken.

#### 4. Airport Improvement Project

The committee reviews the final plans and the proposed scope of the taxiway extension project. There are alternatives that might be added to the work if budget limitations permit. No action is taken.

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#### **Director/Manager Business**

Staff reviews the current status of the airport restaurant and the process to seek proposals for a new operator.

#### **Committee Comments**

Chairman Caruthers notes that this is the last meeting for Mr. Bray, who has recently accepted employment in Arizona and has submitted his resignation from the committee. He has provided valuable service during his tenure, not only in the routine issues that have come before the committee, but in his specific involvement with the development of the Airport business plan. His expertise and guidance in this area have helped to lay a solid foundation for the remainder of the task. The committee wishes him well on his departure.

<u>ADJOURN</u> – 8:05 PM

to the next regular meeting, June 25, 2009, 7:00 PM, 4900 Wing Way.