

MINUTES OF THE **PASO ROBLES YOUTH COMMISSION**

Wednesday, June 3, 2009

School District Board Room, 800 Niblick Road, Paso Robles

CALL MEETING TO ORDER

Chairman Horne called the meeting to order at 3:24 p.m.

ROLL CALL

2008-2009 Youth Commissioners:

Roy Bezkostny, Alex Bonnifield, Sara Callahan, Jesse Kinsell, Lulu Tseng, Alma Lopez, Zoe Kingsbury, Margarita Uribe, and Rebecca Horne

Absent: George Hernandez, Michael McLean, and Kyle Elliott

City staff present: Charlotte Gorton and Vicky Jeffcoach

Absent: Judy O'Neal

City Council present: Duane Picanco

Absent: Nick Gilman

2009-2010 Youth Commissioners:

Alan Blevins, Nikki Fabian, CJ Prusi, Nikita Kinsell, Paul Cleland, Tyrian White, Arianna Meleandez, and Salomé V. Rensburg

Other Guests: Jerry Baxter and Shelly Dargatz of San Luis Obispo YMCA Program and member guests: Jessi and Jaire

CONSENT AGENDA

1. It was moved and seconded by Bezkostny/Bonnifield, to approve the Minutes of the May 6, 2009 meeting - motion carried.

BUSINESS ITEMS

2. **Yearly Update**
Alex gave the year-end report that he gave to the City Council at their May 19 meeting.
3. **Recommendations for New Members**
Some of the outgoing members passed on the following suggestions and comments from their experiences:
 - a) Rebecca – Talked about community service.
 - b) Jesse – The monthly guest speakers were great.

Youth Commission Minutes of 6/3/09

- c) Roy – It was a wonderful opportunity; be outgoing.
- d) Alex – Going to the City Council meetings makes a difference.
- e) Sara – Be sure to check your email.
- f) Zoe – Present new ideas.
- g) Margarita – Bring your creativity with you to the meetings.
- h) Alma – Take advantage of doing community service.

4. **Scheduling Teen Room**

- (a.) Youth Commissioners made the following suggestions for scheduling the teen room:
 - a) Sara – Organize karaoke in the afternoon and night. Have a Friday movie night for \$5 or for free.
 - b) Margarita – She would like to know if the Youth Commissioners can help with the teen room- YES, of course!

- (b.) Program suggestions for the teen room, schedule a:
 - a) Teen luau
 - b) Sports night with tennis and volleyball
 - c) Flashlight tag
 - d) A Giant hide-and go-seek game
 - e) Board game night
 - f) Capture the flag
 - g) Open afternoons (four to midnight)
 - h) Midnight Under the Stars
 - i) Organized mini talent show
 - j) Bingo and casino night
 - k) Radio Wild 106 & 107

- (c.) Vicky asked how we would get the word out about the teen room. Suggestions were to go through face book or the city website.

- (d.) Names for the teen room?
 - a) Bearcat Club
 - b) Bearcat City
 - c) Bearcat Canyon

- (e.) Shelly Dargatz and Jeri Baxter of the San Luis Obispo YMCA Program, who schedule afterschool programs, made the following suggestions:
 - a) Open mike
 - b) Karaoke
 - c) Coffee club look
 - d) Musicians on stage
 - e) Stand up comedy
 - f) Video games
 - g) Laser tagging wall
 - h) Competition for muralists

- (f.) The Youth Commissioner's recommended the following snacks be served:
- a) Popcorn
 - b) Taco night
 - c) Anything edible and the teens will eat it!

CITY COMMUNICATION

Charlotte Gorton, Recreation Services Manager, thanked the outgoing Commissioners and welcomed all new members.

Vicky Jeffcoach, Recreation Coordinator, advised she is in charge of the new Volunteer program for the City. The City needs help with graffiti removal. The Parks Department needs help with picking up trash and miscellaneous duties in our parks.

Mayor Picanco told the outgoing Commissioners they would be successful. He complimented them on how great and active they have been in the community. He encouraged the new members to attend the City Council meetings and that will give them opportunities. The City is sponsoring the Fourth of July Fireworks Show at Barney Schwartz Pak and we need volunteers to work.

UNSCHEDULED MATTERS/TEEN ISSUES - None

ADJOURNMENT

The meeting was adjourned at 4:45 p.m. Adjourned to the next regular meeting on Wednesday, September 2, 2009, 3:15 p.m. at the School District Board Room, 800 Niblick Road, Paso Robles. Public School is out for the summer as of June 12, 2009 and will reconvene for their 2009/2010 school year starting August 24, 2009.

THESE MINUTES WERE APPROVED BY THE YOUTH COMMISSION AT THEIR 9/2/09 MEETING

Respectfully submitted by Sara Callahan, Secretary and Charlotte Gorton, Recreation Services Manager



TRAVEL PASO ROBLES ALLIANCE (BID) MINUTES

Tuesday, July 28, 2009
1:00 – 3:30 P.M.

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

CALL TO ORDER The meeting was called to order at 1:14 PM.

ROLL CALL Committee Members: Kimberly Foo, Noreen Martin, Matt Masia, Victor Popp. City Staff: Meg Williamson, Jim Throop and Shonna Howenstine. Mental Marketing Staff: Maryann Stansfield, Mark Elterman

ABSENT Margaret Johnson, Bill Roof, Shawn Styler

PUBLIC COMMENT

No public comments were made.

COMMITTEE BUSINESS

1. Matt Masia moved and Victor Popp seconded to approve the June 23, 2009 Committee Meeting Minutes and the June 25, 2009 Joint PCC/TPRA Meeting Minutes. Minutes approved by unanimous vote.

DISCUSSION

3. Financial Update

Maryann Stansfield provided a spreadsheet plus the current City report to advise the committee on current balance in the BID account and where funds have been dispersed to date.

4. PR/Social Media Update

Maryann Stansfield presented the PR plan and the Social Media plan. Victor Popp moved to approve the PR plan. Noreen Martin seconded, motion passed unanimously. Matt Masia moved to approve to Social Media plan, Victor Popp seconded and the motion passed unanimously.

5. Member Communications

Maryann Stansfield reported that she would be sending out a 90-day recap of promotional activities to all of the BID member hotels, in advance of putting together the "Paso on the House" promotion.

6. Media Update

Maryann Stansfield gave an update on the press releases that went out and the media response, with an estimate 48 MILLION impressions total, due in large part to Expedia.com mentioning Paso Robles in a press release.

7. Website Update

Maryann Stansfield reported that the website should go live on or around August 18th, and that in the interim, a Meetings and Events page has been added to the current City site.

8. Logo Presentation

Maryann Stansfield presented two logos for the group to vote on, the "Sunrise/Sunset" and the "Contemporary". The group voted 3 to 1 for the Sunrise mark, with Kimberly Foo voting for the Contemporary.

9. SLOCVCB Financial Participation

Noreen Martin moved to approve allocation of \$22,124 to fully fund the SLOCVCB participation. The motion died. Matt Masia moved to approve the allocation of \$22,124 to fully fund the SLOCVCB participation with the caveat that SLOCVCB members and non-members will both receive some benefit for funding the participation, including outreach and relationship-building.

FUTURE AGENDA ITEMS:

- a. SLO Regional Airport Marketing Presentation
- b. Fiscal or Calendar Year for PR BID Budget? (October)
- c. City software accounting program to simplify reporting and tracking?

ADJOURNMENT Meeting adjourned at 3:42 PM.