



PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, August 11, 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 The meeting was called to order at 3:35 PM.

ROLL CALL Committee Members present: Vivian Robertson, Stacie Jacob, Norma Moyer, Mike Gibson, Matt Masia, Pam Lyon. City Staff: Meg Williamson, Shonna Howenstine. Mental Marketing Staff: Maryann Stansfield.

ABSENT Margaret Johnson

PUBLIC COMMENT No public comments were made.

PCC COMMITTEE BUSINESS:

1. Minutes of 6/30/09 PCC Meeting

Mike Gibson moved to approve minutes without changes, Pam Lyon seconded, minutes were approved unanimously.

DISCUSSION ITEMS:

2. TPRA (BID) Marketing Plan

Maryann Stansfield presented the major components of the branding and marketing strategy and the ideas behind it, including the social media plan.

3. PRWCA Contract Extension

Meg Williamson explained the contract extension procedure. Norma Moyer moved to recommend the City Council extend the PRWCA contract through the end of FY 2009-2010 at the modified budget amount of \$57,000 per the June 30, 2009 PCC meeting, Pam Lyon seconded. The motion passed 5-0 with Stacie Jacob abstaining.

4. SLOCVCB Funding Update

Meg Williamson reported that the recommendation to fund the SLOCVCB is going to City Council on August 18, 2009 for authorization, with specific mention that the PCC proposes to reduce their own budget to fund their portion of the partnership.

5. PCCHA Fundraising

Per committee consensus, Mike Gibson and Pam Lyon will be the subcommittee in charge of PCCHA fundraising, with sponsorship payment due dates to be determined by speaking with the new director of the PCCHA, Phil Benadum.

COMMITTEE REPORTS

There were no committee member reports were made.

FUTURE AGENDA ITEMS

- Brand standards for social media and "Social Media 101" for PCC members

ADJOURNMENT: Meeting was adjourned at 5:14 PM.

MINUTES OF THE PARKS AND RECREATION ADVISORY COMMITTEE

Tuesday, August 11, 2009

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

CALL TO ORDER

Chairman Moos called the meeting to order at 4:05 p.m.

ROLL CALL

Secretary O’Neal took roll as follows:

Members present: Randal Moos, Janice Watson, Rosalie Wolff, and Ralph Almirol

Absent: Karen Kinsell

City staff present: Annie Robb, Charlotte Gorton, Vicky Jeffcoach, Judy O’Neal, and Ed Gallagher

Absent: Doug Monn and Charles Lorenzen

City Council present: Nick Gilman

Absent: John Hamon

Planning Commission present: Steve Gregory

PUBLIC COMMENT - None

CONSENT AGENDA

1. It was moved and seconded by Almirol/Watson to approve the Minutes of the July 14, 2009 meeting - motion carried.

BUSINESS ITEMS

2. Uptown/Town Centre Specific Plan
 - Ed Gallagher, City Planner, gave a presentation and answered questions regarding the draft specific plan. It was moved and seconded by Moos/Almirol to have a special meeting on Wednesday, August 26, 2009 from 3-5:00 p.m. to discuss this important subject further before making any recommendations to staff – motion carried.
3. 2009/2010 Goals
 - It was moved and seconded by Watson/Wolff to table this item to the next meeting on September 8, 2009 – motion carried.

Parks & Recreation Advisory Committee Minutes of 8/11/09

CITY COMMUNICATION/REPORTS

UNSCHEDULED MATTERS

- Director Robb advised Keith Larson, Water Conservation Manager, will give an update at the September meeting.

ADJOURNMENT

- It was moved and seconded by Watson/Wolff to adjourn the meeting at 5:21 p.m.
- Adjourn to the following meetings:
 - The special Uptown/Town Center workshop on Wednesday, August 26, 2009, 3-5 p.m. at Centennial Park – White Oak Room, Paso Robles. and then
 - To the next regular meeting on Tuesday, September 8, 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 9/8/09 MEETING

MINUTES OF THE LIBRARY BOARD OF TRUSTEES

August 13, 2009 ~ Paso Robles City Library, 1000 Spring Street, Paso Robles

*President Denise Surber; Vice President Jane Carey;
Doug Bates; Jerome Boxer; Mary Morrison*

CALL MEETING TO ORDER

President Surber called the meeting to order at 9:05 a.m.

ROLL CALL

Don Rader, Administrative Assistant, took roll as follows:

Members present: Boxer, Carey, Morrison, Surber

Absent: Bates

City Staff: Julie Dahlen, City Librarian

City Council rep: Councilman Fred Strong

PUBLIC COMMENTS -None

CONSENT AGENDA

1. A motion was made by Trustee Boxer, seconded by Trustee Carey, to approve the Minutes of the July 9, 2009 meeting. Motion passed. Voice vote: 4 ayes, no dissent.

DISCUSSION ITEMS

2. **Election of Officers**
-After discussion, a motion was made by Trustee Boxer, seconded by Trustee Carey, to keep the same slate of officers for the upcoming year. Voice vote: 4 ayes, no dissent. Denise Surber will continue to be President and Jane Carey Vice President. Administrative Assistant Don Rader will continue as Recording Secretary.
3. **Advocacy Activities/Opportunities**
 - a. *City Council meetings attended and other advocacy activities*: nothing to report.
 - b. *Library Legend Luncheon*: the Board discussed support and attendance of the Library Foundation fundraiser on September 18, 2009 to honor Annie Robb.
 - c. *Infopeople Workshop*: the Board discussed attending the Infopeople Workshop "All Politics is Local" in Santa Barbara on November 12, 2009. Because this will be the same day as the November 12, 2009 Library Board of Trustees meeting, a motion was made by Trustee Boxer, seconded by Trustee Carey, to cancel the November 12, 2009 Library Board meeting. Voice vote: 4 ayes, no dissent.
 - d. *Black Gold System Advisory Board Photo Essay*: President Surber talked about the

possibility of the Library hosting this historical photo essay of Central Coast communities.

4. **Goal Setting for 2010**

-The Board set the date of September 10, 2009 to begin discussion of Library Board goals for 2010.

5. **Art Selection for 2010**

-The Library Board set the date of September 10, 2009 as the day to review art for the 2010 year.

6. **Review September 2009 Art**

-Art for the month of September was reviewed. Wall art will be by Sally Tippman while the display case will be done by Staff for the Children's Authors Festival.

COMMUNICATIONS/REPORTS

-Julie Dahlen talked about the altered books program scheduled for August 22 in the Conference room. This Library program will have participants transform kid's board books into a keepsake. Julie also related that the Library Foundation has set up a donation box in the Library; and that she will be on the interview panel for the assistant director of the San Luis Obispo Library.

-Councilman Strong discussed the Uptown/Town Centre workshop scheduled for September 3rd seeking input from the citizens. He also talked about the current lawsuit between the State and cities and counties for revenue; and that the ballot argument for the water rate ordinance on the November election has been sent to the county recorder.

UNSCHEDULED MATTERS -None

ADJOURNMENT

Adjourned at 10:00 a.m. to the Uptown/Town Centre workshop on September 3rd, 7:00 pm. in the Conference Chambers, then to the next regularly scheduled meeting of the Library Board of Trustees on Sept 10, 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 September 10, 2009 meeting.

Respectfully submitted by Don Rader, Administrative Assistant

Library Board of Trustees Minutes of August 13, 2009

MINUTES OF THE **SENIOR CITIZEN ADVISORY COMMITTEE**

July 13, 2009 ~ Senior Center, 270 Scott Street, Paso Robles

CALL MEETING TO ORDER

- Lynda Holt, Recreation Coordinator – Senior Citizens, called the meeting to order at 1:30 p.m.
- Lynda welcomed new members and introductions were made.

PLEDGE OF ALLEGIANCE

Member Ragle led the Pledge of Allegiance.

ROLL CALL

Members present: Marie Brinkmeyer, Sammy Nemeth, Stephen Austin, Joni Watson, Donn Ragle, Beverly Bridges, Bill Pluma, and Dale Gustin

Absent: Jan Stemper-Brown

City staff present: Lynda Holt, Annie Robb, Judy O’Neal, Charlotte Gorton, and Michael Seden-Hansen

City Council reps present: Duane Picanco and Ed Steinbeck

PUBLIC COMMENT - None

CONSENT AGENDA

1. It was moved and seconded by Bridges/Ragle, to approve the Minutes of the June 8, 2009 meeting - motion carried.
2. **Senior Endowment Report**
The balance was \$276,891 for the 6/22/09 report.

BUSINESS ITEMS:

2. **Introduction and welcome of new members** (*see Call to Order above*)
3. **Election of Officers for 2009-2010**
 - a) Member Bridges nominated Dale Gustin as Chairman.
 - b) Member Gustin nominated Stephen Austin as Vice-Chairman
 - c) Member Gustin nominated Beverly Bridges as Secretary

Senior Citizen Advisory Committee Agenda of 7/13/09

After nominations, the 2009/2010 slate of officers was approved by acclamation.

4. **2009 Goals**

- Reviewed last year goals. It was moved and seconded by Austin/Watson to table and establish the 2009-2010 Goals to the October 12, 2009 meeting – motion carried.

UPDATES

Fundraising

- Because of his accounting background, Steve agreed to regularly review the monthly fundraising account for the Senior Endowment Fund. Steve passed out and discussed the 7/13/09 balance sheet on the RSVP Senior Volunteer Services Pass-through Account.

Black-Tie-Bingo

- The seniors are charged a pass through fee for using Senior Volunteer Services for their Black-Tie-Bingo (BTB) funds. After discussion, it was unanimously agreed to keep this arrangement until further notice.
- It was moved and seconded by Austin/Pluma to request staff to investigate a better method of handling BTB funds with no annual or pass through fee and to report back to the Committee – motion approved.
- Member Watson agreed to work on the BTB Committee.
- Lynda introduced the sponsor packet for sale as well as the raffle and drawing tickets that went on sale July 8.

Outreach

- Dale will continue as Chairman of this sub-committee and gave description of outreach.

Transportation

- Michael Seden-Hansen, Transit Coordinator, gave transit report.

CITY COMMUNICATION/REPORTS

- Lynda advised Natasha Morris has been hired as the staff assistant to work part-time at the Senior Center.
- Charlotte Gorton, Recreation Services Manager, gave recreation update.
- Annie will give final wrap-up report of the Festival of Arts at next meeting.
- Mayor Picanco and Councilman Steinbeck gave City Council report.

UNSCHEDULED MATTERS

- Member Austin asked staff for a presentation of senior programs, activities, and budget information. Staff will do presentation at September meeting.

ADJOURNMENT

- It was moved and seconded by Pluma/Gustin to adjourn the meeting at 2:56 p.m. - motion carried.
- Adjourn to the next regular meeting on Monday, August 10, 2009 at 1:30 p.m. in the Senior Center, 270 Scott Street, Paso Robles.

THESE MINUTES WERE APPROVED BY THE SENIOR ADVISORY COMMITTEE AT THEIR 9/14/09 MEETING

Respectfully submitted by secretaries: Beverly Bridges and Judy O'Neal

**MINUTES OF THE JOINT
PARKS AND RECREATION ADVISORY COMMITTEE
AND
REC FOUNDATION**

**UPTOWN/TOWN CENTRE SPECIFIC PLAN
SPECIAL WORKSHOP**

Wednesday, August 26, 2009

Centennial Park – White Oak Room, 600 Nickerson Drive, Paso Robles

CALL TO ORDER

- Chairman Moos, Parks & Recreation Chairman, called the Parks and Recreation Committee public workshop to order at 3:11 p.m.
- Greg Haas, President of REC Foundation, could not call the Committee public workshop to order due to lack of quorum.

ROLL CALL

- (5) P.R.A.C. (all present): Ralph Almirol, Karen Kinsell, Randal Moos, Janice Watson, and Rosalie Wolff
- (7) REC Foundation present: Pat Bland, Greg Haas, Brandon Medeiros, Jeff Penick, Kris Penick, Gary Perruzzi, Daryl Rockholt, and Mary Schwartz
- (5) Absent: Cynthia Anthony, Steve Fleury, Mitch Massey, Kathleen O'Connor, and Daryl Rockholt
- (4) City staff present: Annie Robb, Charlotte Gorton, Judy O'Neal, and Ed Gallagher
- Absent: Doug Monn and Charles Lorenzen
- (2) City Council present: John Hamon and Nick Gilman
- (2) Planning Commissioners present: Steve Gregory and Gary Nemeth
- General public present: Field Gibson, Paso Robles Youth Sports Council Secretary
- Media: Josh Petray, Paso Robles Press

PUBLIC COMMENT – None

BUSINESS ITEMS

2. Uptown/Town Centre Specific Plan Draft

- Ed Gallagher, City Planner, reviewed the Uptown/Town Centre Specific Plan Summary of Parks, Recreation, and Open Space Proposals.
 - Ann Robb, Director of Library and Recreation Services, made available additional handouts pertaining to the subject.
 - Randal Moos, Chairman of the Parks and Recreation Advisory Committee and Greg Haas, President of REC Foundation, were available for comments and questions.
 - After discussion and review, it was moved and seconded by Almirol/ Kinsell, to forward recommendations to the Planning Department – motion carried.
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- a) Muni Pool/Aquatics Center – At a minimum, keep as public pool. Identify in specific plan that it is an alternative to the Cuesta College site for an expanded community aquatic center. If the 28th Street site is expanded, and Lions field is taken for aquatics expansion, a replacement field should be found for Lions.
 - b) Support for concept of narrowing and paving Vine Street behind Georgia Brown School. Identify the terraced seating as being placed on both city and school property.
 - c) The extension of Park Street north of 24th Street may not be an appropriate use of City Funds. If the 24th Street Park and Park Street improvements are mutually exclusive, 24th Street Park development should take precedence.
 - d) Replacement sport fields should be located in the same general vicinity of the displaced fields and within walking distance of neighborhood schools. New fields should be improved with lights and other amenities (e.g. dugouts, concession stands, bleachers) to equal or better amounts/quality than the improvements in the displaced fields.
 - e) Consider Marie Bauer site for a general recreation community center to augment Oak Park and Centennial Park centers (classrooms, meeting rooms, etc.). Such use may be found to be an “educational” use of the property as required by the deed restriction.
 - f) Develop/identify east-west pedestrian and bike trail connections west of the river. These are to be of similar design as the proposed Park Street Greenway.
 - g) Strong support for the Park Street greenway.
 - h) There is not support for the 12th Street location of Performing Arts Center because of parking issues.
 - i) Concern was expressed about Farmers Market street closures (11th Street) because of parking.
 - j) There is not support for the hot springs plaza.
 - k) Recommend that the City Park gazebo hardscape surround the gazebo, not just be on one side.
 - l) There is concern about security at the proposed equestrian underpass beneath Highway 101 at the PREC.
 - m) Concern that more of Follow the River plan was not incorporated into specific plan (commercial activity, water features, etc.)
 - n) Two additional suggestions were made and heartily supported. They may be outside the scope of the plan, but could be addressed in conjunction with it:
 - o) PRAC and REC would like to prioritize identified projects. Which are most critical? Least important?

- p) There is still a desire to set some standards for City Park activity – how many events can/should the park support per year? How can we achieve the highest use from the park without making undue impacts on its resources?
- Director Robb will forward the list of recommendations to the Paso Robles Planning Commission, REC Foundation members for their September meeting, and Ed Gallagher, City Planner.
 - Greg Haas, REC President, would like members of their Committee to review this list before making recommendations at their next meeting on September 9, 2009.

ADJOURN

- It was moved and seconded by Watson/Wolff to adjourn this public workshop at 4:50 p.m. – motion carried.
- Adjourn to their next regular meeting on Tuesday, September 8, 2009, 4:00 p.m. at Centennial Park-in the Live Oak Room, 600 Nickerson Drive, Paso Robles.

THESE MINUTES WERE APPROVED BY THE PARKS & RECREATION ADVISORY COMMITTEE AT THEIR 9/8/09 MEETING

Respectfully submitted by Judy O'Neal, Administrative Assistant