

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: TPRA and PCC – Extension of Term Assignments

DATE: November 16, 2010

NEEDS: For the City Council to consider extending the terms of expiring advisory committee appointments for both the Travel Paso Robles Alliance (TPRA) and the Promotions Coordinating Committee (PCC).

- FACTS:
1. The Promotions Coordinating Committee (PCC):
 - Was established in August of 2007 as part of the restructuring of City wide tourism and promotion efforts.
 - Consists of seven members, including the CEO/Executive Directors of the Wine County Alliance, Events Center, Main Street and Chamber of Commerce, as well as two hoteliers and one business person with significant marketing expertise.
 - The non-permanent members serve staggered 2-year terms.
 - Matt Masia is one of the non-permanent hotelier representatives. His term will expire October 31, 2010.
 2. The Travel Paso Robles Alliance (TPRA):
 - Was established in 2009 in conjunction with the formation of the Tourism and Lodging Promotions Business Improvement District (BID).
 - The BID established a 2% supplementary transient occupancy tax as a funding source for promotional efforts that benefit the Paso Robles lodging industry.
 - The TPRA consists of seven members who advise City Council on the marketing/spending priorities for funds generated by the BID.
 - To be eligible for membership on the TPRA, a person must be a hotelier, and two of the seven members are to be the hotelier members of the PCC.
 - Members are appointed for 3-year staggered terms.
 - Three TPRA member terms will expire October 31, 2010 as follows:

Matt Masia – PCC Hotelier
Kimberly Foo – Hotelier
Victor Popp – Hotelier

3. The TPRA's promotions contractor, Mental Marketing, reached out to hoteliers to determine who might be interested in continuing their service and whether there were new committee member interests from other hoteliers. All three existing TPRA members indicated an interest in a renewed term, and Matt Masia indicated interest in a renewed PCC term as well.
4. At their meeting of October 26, 2010, the TPRA voted 4-0 (unanimous for the quorum in attendance) to recommend to the City Council that they reappoint the current slate of TPRA members, with Matt Masia as the crossover hotelier on the PCC.
5. At the same October 26th meeting, the TPRA indicated their intention to reach out to hotel members and invite/encourage their attendance at regular TPRA meetings as a means of cultivating future TPRA member candidates.

ANALYSIS

AND

CONCLUSION: The TPRA is a relatively new advisory committee, where since 2009 there has been a fast paced learning curve for each committee member. The four hoteliers whose terms are not yet up, expressed the desire to see the existing three "incumbent" TPRA members continue to serve. The continuity of membership in this formative period of the TPRA's efforts was identified as healthy and stabilizing. The commitment to orient additional hoteliers to the committee's work over the coming months will grow the pool of experienced member candidates for the future.

The willingness of Matt Masia to continue to serve on both the PCC and the TPRA provides the continued crossover of hotelier experience that the TPRA bylaws envision.

POLICY

REFERENCE: August 7, 2007 Council action to create the Promotions Coordinating Committee; December 2, 2008 Council approval of bylaws for the Paso Robles Tourism and Lodging Promotions Business Improvement District Advisory Committee (the TPRA).

OPTIONS: a. For the City Council to accept the recommendation of the TPRA for reappointment of advisory Committee terms for three (3) regular TPRA committee vacancies and one (1) PCC hotelier committee member vacancy as follows:

Three regular TPRA terms (through 2013):

- 1) Kimberly Foo
- 2) Matt Masia
- 3) Victor Popp

AND

One (1) PCC hotelier representative term (through 2012):

- 1) Matt Masia

b. Amend, modify or reject the above options.

RESOLUTION NO. 10-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
TO EXTEND THE TERMS OF EXPIRING ADVISORY COMMITTEE APPOINTMENTS
FOR BOTH THE TRAVEL PASO ROBLES ALLIANCE (TPRA) AND
THE PROMOTIONS COORDINATING COMMITTEE (PCC)

WHEREAS, the Promotions Coordinating Committee (PCC) was established in August of 2007 as part of the restructuring of City wide tourism and promotion efforts and consists of seven members, including the CEO/Executive Directors of the Wine County Alliance, Events Center, Main Street and Chamber of Commerce, as well as two hoteliers and one business person with significant marketing expertise; and

WHEREAS, the non-permanent PCC members serve staggered 2-year terms and Matt Masia is one of the non-permanent hotelier representatives whose term will expire October 31, 2010; and

WHEREAS, the Travel Paso Robles Alliance (TPRA) was established in 2009 in conjunction with the formation of the Tourism and Lodging Promotions Business Improvement District (BID); and

WHEREAS, the TPRA consists of seven members who advise City Council on the marketing/spending priorities for funds generated by the BID, and to be eligible for membership on the TPRA a person must be a hotelier, and two of the seven members are to be the hotelier members of the PCC; and

WHEREAS, TPRA members are appointed for 3-year staggered terms and three (3) TPRA member terms will expire October 31, 2010 (Kimberly Foo, Matt Masia and Victor Popp); and

WHEREAS, all three existing TPRA members indicated an interest in a renewed term, and Matt Masia indicated interest in a renewed PCC term as well; and

WHEREAS, at their meeting of October 26, 2010, the TPRA voted 4-0 (unanimous for the quorum in attendance) to recommend to the City Council that they reappoint the current slate of TPRA members, with Matt Masia as the crossover hotelier on the PCC; and

WHEREAS, at the same October 26th meeting, the TPRA indicated their intention to reach out to hotel members and invite/encourage their attendance at regular TPRA meetings as a means of cultivating future TPRA member candidates; and

WHEREAS, the TPRA is a relatively new advisory committee, where since 2009 there has been a fast paced learning curve for each committee member and the continuity of membership in this formative period of the TPRA's efforts was identified as healthy and stabilizing.

THEREFORE BE IT HEREBY RESOLVED that the City Council accept the recommendation of the TPRA for reappointment of advisory Committee terms for three (3) regular TPRA committee vacancies and one (1) PCC hotelier committee member vacancy as follows:

Three regular TPRA terms (through 2013):

- 1) Kimberly Foo
- 2) Matt Masia
- 3) Victor Popp

AND

One (1) PCC hotelier representative term (through 2012):

- 1) Matt Masia

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 16th day of November 2010 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

Duane Picanco, Mayor

Caryn Jackson, Deputy City Clerk