



TRAVEL PASO ROBLES ALLIANCE (BID) MINUTES

Tuesday, May 24, 2011
1:00 – 3:00 P.M.

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

CALL TO ORDER 1:05pm

PRESENT Committee Members: Margaret Johnson, Noreen Martin, Victor Popp, Bill Roof, Shawn Styler. City Staff: Jim Throop. Mental Marketing Staff: Nancy Hoover, Mark Elterman

ABSENT Kimberly Foo, Matt Masia

PUBLIC COMMENT None

COMMITTEE BUSINESS

1. Bill Roof moved and Margaret Johnson seconded approval of minutes from 4/26/2011 meeting. Minutes were approved 5-0 as read.

DISCUSSION

2. **Financial Update**

Mark Elterman presented overview of April 2011 financials. Margaret Johnson moved and Victor Popp seconded to receive and file the update, Approved 5-0.

3. **Car Show Sponsorship**

Bill Roof moved and Noreen Martin seconded motion to support the Labor Day Car Show at the \$5,000 sponsorship level, but with no Poker Run involvement. The motion passed 4-0 (with Victor Popp recusing himself).

4. **Marketing Update**

Nancy Hoover provided marketing effort summary updates. Victor Popp moved and Margaret Johnson seconded a motion to receive and file which passed on a 5-0 vote.

5. **SLOCVCB and BID Alliance Update**

Noreen Martin and Mark Elterman gave an update on SLOCVCB activities/efforts.

ADJOURNMENT Meeting was adjourned at 2:40 pm.



MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

June 13, 2011

Senior Center, 270 Scott Street, Paso Robles

CALL MEETING TO ORDER

- Chairman Austin called the meeting to order at 1:30 p.m.
- New 2011-2012 Advisory Committee members were welcomed to the meeting and round table introductions were done with City staff and Council.

PLEDGE OF ALLEGIANCE

Chairman Austin led the Pledge of Allegiance.

ROLL CALL

Members present: Steve Austin, Bill Pluma, Joni Watson, Pamela Janes, Dale Gustin, Bertha Bybee

Absent: Sammy Nemeth and Marie Brinkmeyer

City staff present: Judy O'Neal, Sharon Williams, Charlotte Gorton, Lynda Holt, Julie Dahlen, and Trine Marlen

City Council reps present: Mayor Picanco

Absent: Councilman Steinbeck

Guest(s): Michael Seden-Hansen, City Transit Coordinator

2011-2012 Advisory Committee members, Martha Durrett and Kooki Peters

PUBLIC COMMENT - None

CONSENT AGENDA

1. It was moved and seconded by Gustin/Watson to approve the Minutes of the May 9, 2011 meeting - motion carried.
2. Senior Endowment and Volunteer Fundraising Reports
It was moved and seconded by Gustin/Watson to approve the Senior Endowment Fund Report dated 5/20/11 for \$205,851.10 and the Senior Volunteer Fund Report dated 6/13/11 for 2495.73 – motion carried.

BUSINESS ITEMS:

3. City Transit update

- Michael Seden-Hansen, City Transit Coordinator, passed out a flyer with changes to the various routes to the City's transit systems as of July 1, 2011. The transit systems affected will be the Paso Express Transit, Atascadero Transit, and San Luis Obispo Regional Transit (RTA).
- Dial-a-Ride rates have increased.

4. Advisory Committee Interview update

- Julie Dahlen, Director of Library and Recreation Services, stated the Advisory Committee interviews were held May 5 and May 26 to fill 19 vacancies. Dahlen welcomed Martha Durrett and Kooki Peters, two of the three new applicants hired for the Senior Citizen Advisory Committee. The other applicant hired is Ernest Madsen. Joni Watson and Bill Pluma will serve another term on this Committee.

SENIOR PROGRAM UPDATE

- Lynda Holt, Recreation Manager, reported that Trine Marlen, Recreation Coordinator, is now stationed at the Senior Center. Marlen continues to oversee Recreation Marketing, produce the LRS Activity Guide and work with contractors to offer classes and programs.
- Holt will move her office to Centennial Park as of June 30th, but continue to manage the Senior Center while Marlen and part-time staff will oversee the day-to-day operations.

GOAL UPDATES – NO UPDATES

Promote Senior Activities (*Members Watson and Nemeth*)

Promote Volunteerism (*Members Bybee, Brinkmeyer, and Gustin*)

Fundraising (*Members Austin, Pluma, and Janes*)

CITY COMMUNICATIONS

Charlotte Gorton, Recreation Services Manager:

- May was a very busy month for the City staff with AMGEN, Wine Festival, FOTA, Taco Bell Track Meet, Senior Sensation Picnic at the Senior Center.
- Aquatics staff had a soft opening in May at the Municipal Pool; the pool opens full time on June 20 with the start of swim lessons. Centennial Pool will not open this summer. Library staff produced a swim brochure highlighting all the pool opportunities in our county for the summer.

Lynda Holt, Recreation Services Manager:

- Holt reported the resignation of two Special Event staff, Nancy Joynt and Rose O'Sullivan. They were instrumental in putting on recreational events such as Chocolate Fantasia, Fishing Derby, Kite Fest, etc., and the summer Concerts in the Park series.

Julie Dahlen, Library and Recreation Services Director:

- The City's Financial Forecast is out and will be on the June 21 Council agenda for review and discussion. Management is presenting the Financial Forecast to staff and it will also be available on the internet for the public.
- Library fine increases will be implemented as of July 1, 2011.
- There is an exhibit on display in the lobby at City Hall regarding the River Vision.

City Council report - Duane Picanco, Mayor:

- Reported that May was an exhausting month for City staff with all they did in the community and thanked the Volunteers for helping make these events successful.
- Announced that the City's Financial Forecast and the Sphere of Influence with LAFCO will be discussed at the June 21 City Council meeting.
- Confirmed that there will be a July 4th fireworks celebration at Barney Schwartz Park.

UNSCHEDULED MATTERS

- None

ADJOURNMENT

- Moved and seconded by Gustin/Janes to adjourn the meeting at 2:45 p.m. - motion carried.
- Adjourn to the next regular meeting on Monday, July 11, 2011 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 7/11/11 MEETING

Respectfully submitted by Sharon Williams, Administrative Assistant