



## TRAVEL PASO ROBLES ALLIANCE (BID) MINUTES

Tuesday, August 23, 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

**PRESENT** Committee Members: Kimberly Foo, Margaret Johnson, Matt Masia, Victor Popp, Shawn Styler. City Staff: Meg Williamson, Jim Throop and Shonna Howenstine. Mental Marketing Staff: Maryann Stansfield, Nancy Hoover

**ABSENT** Noreen Martin, Bill Roof

**GUESTS** Chantal Lavoux-Guy, Martin Resorts; John Arnold, Holiday Inn Express

### PUBLIC COMMENT

None.

### COMMITTEE BUSINESS

1. Margaret Johnson moved and Victor Popp seconded approval of minutes from 7/26/2011 meeting. Minutes were approved as read.

### DISCUSSION

**2. New Sewer Rate Structure**

Matt Thompson, City of Paso Robles Wastewater Manager, explained the options for the new rate structure and the reasons for the plant upgrade and encouraged hoteliers to attend the 9/6 City Council meeting should they have a preference in the rate options.

**3. Jack Rabbit Presentation**

Steve Meade gave a presentation about Jack Rabbit and fielded questions.

**4. Financial Update**

Maryann Stansfield reviewed the current financial actuals.

**5. PCCHA – Sponsorship Support**

The committee briefly discussed the merits of the PCCHA events being held in Paso Robles. Victor Popp moved and Margaret Johnson seconded sponsoring the PCCHA for \$1,000 through the Silver Buckle Club. Motion passed unanimously.

**6. Marketing Update**

Maryann Stansfield and Nancy Hoover reviewed marketing accomplishments since the last meeting, including 2 group leads, mobile app statistics and a brief overview of current media hits.

**7. SLOVCB and BID Alliance Update**

Meg Williamson reported that Stacie Jacob presided over her first board meeting as Executive Director and presented the new marketing plan to the SLOVCB board.

**ADJOURNMENT** Meeting adjourned at 3:12 pm.



# MINUTES OF THE PASO ROBLES YOUTH COMMISSION

Date: September 7, 2011 - School District Board Room, 800 Niblick Road,  
Paso Robles

---

## **CALL MEETING TO ORDER**

Recreation Manager Lynda Holt called the meeting to order at 2:32 p.m.  
Roundtable introductions were made.

## **OATH OF OFFICE**

Julie Dahlen conducted Oath of Office to all new commissioners.

## **ROLL CALL**

Secretary Williams took roll as follows:

Members present: Cameron Holt, Jennifer Janes, Iris Anastacio, Noel Aschenbrener, Talitha Jansen Van Rensburg, Marco Gut, Jessica Mihelic, Nikianne Ochoa, Elisa Santiago, Dakota Cleland, Alex Cushing

City staff present: Sharon Williams, Lynda Holt, Julie Dahlen

City Council present: Councilman Nick Gilman, Mayor Duane Picanco

**PUBLIC COMMENT** – None

## **CONSENT AGENDA**

1. It was moved and seconded by Holt/ Jansen Van Rensburg, to approve the Minutes of the June 1, 2011 meeting - motion carried.

## **BUSINESS ITEMS**

### **2. Election of officers**

Members elected the following slate of officers for the 2011-2012 year:

- Chairperson- Talitha Jansen Van Rensburg
- Vice-Chairperson- Noel Aschenbrener
- Secretary- Cameron Holt

*Youth Commission Minutes of September 7, 2011*

### **3. Brown Act**

LRS Director Dahlen briefly reviewed Brown Act compliance with the new commissioners.

### **4. Goal Setting**

Commissioners decided to work together as a group instead of breaking up into separate sub-committees, and they suggested the following goals:

- Community Service
- Teen Activities

It was moved and seconded by Jansen Van Rensburg/ Holt, to approve the goals for the 2011-2012 year - motion carried.

### **5. City Council Sign-up Sheet**

Chairperson Jansen Van Rensburg encouraged commissioners to attend at least two council meetings during their term. Councilman Gilman advised the commissioners to take this opportunity to walk to the podium during Public Comment and introduce themselves to the public as a Youth Commissioner. Mayor Picanco recommended they attend three Council Meetings to become familiar with City government.

## **CITY COMMUNICATION/REPORTS**

### **Recreation Services Manager Lynda Holt**

- Successful Summer Concerts in the Park, netting \$17,000 for the REC Foundation.
- Upgrade of Centennial Park Amphitheater.
- *Broadway Goes Country* (musical production) September 16 & 17<sup>th</sup> at the Centennial Park Amphitheater. Youth Commissioners are welcome to attend or volunteer.
- Another community event is the Kidz Bike Zone on October 1.

### **LRS Director Julie Dahlen**

- Reading program at the Library went well. The Library offered volunteer opportunities for teens.
- The Library Foundation is having a fundraiser on October 5, The Give 5 Drive. People are encouraged to donate just \$5.
- The City is exploring contracting out Centennial Pool to a private entity.

### **City Council report(s):**

Mayor Picanco: Integrated Waste Management will be at a future council meeting regarding the elimination of plastic bags and banning Styrofoam at grocery stores and fast food restaurants.

## **UNSCHEDULED MATTERS/TEEN ISSUES**

Dakota Cleland - *Crimson Lights* School Newspaper- Crimson Lights achieved the All American Honor- the highest ranking any High School Newspaper can receive.

Noel Aschenbrener – Associated Student Body at Paso Robles High School is working to increase school spirit. Each Friday- all Paso Robles High students are encouraged to wear school colors of crimson and white.

### **ADJOURNMENT**

It was moved and seconded by Jansen Van Rensburg / Holt, to adjourn the meeting at 3:29 p.m.- motion carried.

Adjourn to the next regular meeting on Wednesday, October 5, 2:30 p.m., at the School District Board Room, 800 Niblick Road, Paso Robles.

**THESE MINUTES WERE APPROVED BY THE YOUTH COMMISSION ADVISORY COMMITTEE AT THEIR 10/5/11 MEETING**

Respectfully submitted by Sharon Williams, Administrative Assistant



# MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

September 12, 2011

Senior Center, 270 Scott Street, Paso Robles

---

---

## CALL MEETING TO ORDER

Chairperson Watson called the meeting to order at **1:31** p.m.

## PLEDGE OF ALLEGIANCE

Chairperson Watson led the Pledge of Allegiance.

## OATH OF OFFICE

Director Dahlen administered the Oath of Office to Martha Durrett.

## ROLL CALL

**Members present:** Martha Durrett, Kooki Peters, Joni Watson, Bill Pluma, Sammy Nemeth, Bertha Bybee, Ernest Madsen, Pamela Janes, Marie Brinkmeyer

**City staff present:** Trine Marlen, Julie Dahlen, Lynda Holt, Sharon Williams

**City Council reps present:** Mayor Duane Picanco, Councilman Ed Steinbeck

## CONSENT AGENDA

1. It was moved and seconded by Peters/Janes, to approve the Minutes of the July 11, 2011 meeting - motion carried.
2. **Senior Endowment Report**  
The July and August Senior Endowment report was received and filed.

## BUSINESS ITEMS:

2. Paula O'Farrell, President of Parks 4 Pups, described the group's proposal to build a temporary dog park on land due east of the Senior Center. LRS Director Julie Dahlen gave a summary of the Sherwood Park Master Plan which calls for tennis courts on this property. Dahlen also explained that the Senior Advisory Committee was approached as a stakeholder in this matter rather than an advisor to City Council since the proposed dog park would be adjacent to the Senior Center.

Ten guests spoke in support of allowing a temporary dog park on the site.

Concerns regarding dog park visitors using the Senior Center dog park were dissuaded by O'Farrell who contends that peak dog-park usage occurs when the Senior Center is closed. Consensus of Senior Advisory members is that the dog park is a complementary amenity to the Senior Center.

*Senior Citizen Advisory Committee Minutes of 9/12/11*

#### 4. **Review 2011-2012 Goals**

**Promote Senior Activities** – Watson reported that the Senior Citizen Advisory PowerPoint presentation is ready for use in promoting the Senior Center. In the next six months committee members will present it to community groups. Peters suggested she would like to show it at a Kiwanis meeting.

**Promote Volunteerism** – Brinkmeyer said Trine Marlen offered to house a RSVP representative one afternoon per week at the Senior Center. Recreation Manager, Lynda Holt will follow up on this proposal.

**Fundraising** – Bybee presented an idea to have a rummage sale on Saturday, Nov. 12 at the Veterans Center. The proposed schedule for the week of the rummage sale is:  
(Mon – Wed) Accepting donation collections (good condition)  
Thurs. (Pre-Sale to Senior Center Members)  
Fri. (Closed for Holiday)  
Sat. (Rummage Sale) 7a – 12p  
Peters noted that AMVET will pick up all unsold items.  
Recreation Manager Holt will review this fundraising proposal for possible approval.

Watson asked for a volunteer in evaluating the past Black Tie Bingo event and analyzing fundraising for cost, competition, location, pricing and the availability of major sponsors. She recommends a profit level at least 20%. Martha Durrett and Pamela Janes will work on evaluation and have it available for the October meeting.

#### **SENIOR PROGRAM UPDATE** (*Trine Marlen, Recreation Coordinator*)

- 50 people attended a recent Festive Friday event.
- Eighty meals a day are being delivered by Senior Nutrition
- Trine attended Strategic Planning with RSVP
- Flu Shots will be available at the Senior Center Wednesday, Sept. 28, 9a – 12p
- Swing Dance Workshop donated \$300 to the Senior Center

#### **CITY COMMUNICATION**

##### **Recreation Manager, Lynda Holt**

- Summer Concerts in the Park averaged 2,000 people per night, netted \$17,000 overall
- Summer Swim at Municipal Pool was successful
- *Broadway Goes Country* musical theater Sept. 16 – 17 at Centennial Amphitheater
- REC Foundation hosting Kidz Ride Paso, Oct 1 at Larry Moore Park, Noon, \$5 per child

##### **LRS Director, Julie Dahlen**

- Library was busy with Summer Reading Program
- Biggest Teen Volunteer summer program this year (20 teens)
- City exploring Centennial Pool outsourcing options
- Request for Proposal (RFP) out for design of park on north end of town
- Library Foundation is holding a Give 5 Drive/ partnering with Paso Robles Main Street/ Oct. 5 canisters will be distributed throughout town for donations.

*Senior Citizen Advisory Committee Minutes of 9/12/11*

**Mayor Duane Picanco**

Sewer Rates were established at the last council meeting, rates will be based on winter water units (Dec./Jan./Feb.) Pay for what you use.

**Councilman Steinbeck**

Explained water rates, 25% of households will be paying less.

Restrooms in City Park, to meet ADA requirements, anticipated completion date 2013.

**UNSCHEDULED MATTERS** - None

**ADJOURNMENT**

It was moved and seconded by Janes / Peters to adjourn the meeting at 3:17 p.m. – motion carried.

Adjourn to the next regular meeting on Monday, October 10, 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 10/10/11 MEETING**

Respectfully submitted by Sharon Williams, Administrative Assistant