

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: TPRA – Extension of Term Assignments

DATE: November 15, 2011

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

FACTS: 1. 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.
- Four TPRA member terms will expire October 31, 2011 as follows:

Margaret Johnson – PCC Hotelier  
Noreen Martin – Hotelier  
Bill Roof – Hotelier  
Shawn Styler – Hotelier

2. Upcoming vacancies were announced at the September 27, 2011 TPRA meeting to allow hoteliers to conduct outreach. Additionally, TPRA's promotions contractor, Mental Marketing, reached out to hoteliers to determine what member interests there might be from other hoteliers.
3. All four existing TPRA members indicated an interest in a renewed term, with Margaret Johnson indicated her interest as the PCC member hotelier. An additional hotelier, John Arnold with the Holiday Inn Express, indicated an interest as well.

4. At their meeting of October 25 2011, the TPRA voted 6-0 (unanimous for the quorum in attendance) to recommend to the City Council that they reappoint the current slate of TPRA members, with John Arnold to be considered in a later cycle.
5. At that the same October 25<sup>th</sup> meeting, the TPRA indicated their desire to see new TPRA member participation, but balanced so that hotel properties have only one representative at a time on the committee.

ANALYSIS

AND

CONCLUSION: The work of the TPRA is still in its formative period and the continuity of membership appears to be benefiting the group's focus. The four hoteliers whose terms are expiring each indicated a willingness to continue to serve. By doing so, their commitment will carry the momentum of the group's marketing work.

POLICY

REFERENCE: 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 four (4) regular TPRA committee vacancies as follows:

Four regular TPRA terms (through 2014):

- 1) Margaret Jonson
- 2) Noreen Martin
- 3) Bill Roof
- 4) Shawn Styler

b. Amend, modify or reject the above options.

RESOLUTION NO. 11-XXX

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

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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 Promotions Coordinating Committee (PCC); and

WHEREAS, TPRA members are appointed for 3-year staggered terms and four (4) TPRA member terms expire October 31, 2011 (Margaret Johnson/Noreen Martin/Bill Roof/Shawn Styler); and

WHEREAS, all four existing TPRA members indicated an interest in a renewed term with Margaret Johnson continuing as the PCC member hotelier; and

WHEREAS, at their meeting of October 25, 2011, the TPRA voted 6-0 (unanimous for the quorum in attendance) to recommend to the City Council that they reappoint the current slate of TPRA members, with Margaret Johnson as one of the two crossover hotelier on the PCC; and

WHEREAS, at the same October 25<sup>th</sup> meeting, the TPRA indicated their intention to continue to reach out to other hoteliers to encourage future/new member candidates, but that their desire was to see the committee balanced so that hotel properties have only one representative at a time on the committee; 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 continued 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 four (4) regular TPRA committee vacancies as follows:

Four regular TPRA terms (through 2014):

- 1) Margaret Johnson (PCC Hotelier)
- 2) Noreen Martin (Hotelier)
- 3) Bill Roof (Hotelier)
- 4) Shawn Styler (Hotelier)

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 15<sup>th</sup> day of November 2011 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Duane Picanco, Mayor

ATTEST:

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Caryn Jackson, Deputy City Clerk