



TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, May 28, 2013
1:00 – 3:00 P.M.

**MEETING LOCATION: VINA ROBLES WINERY
3700 MILL ROAD, PASO ROBLES, CA 93446**

CALL TO ORDER Meeting was called to order at 1:15 p.m.

PRESENT **Committee Members:** Angela McKee (1:30), Margaret Johnson, Noreen Martin, Matt Masia, Victor Popp. **TPRA Staff:** Amanda Collins. **City Staff:** Meg Williamson, Jim Throop. **Mental Marketing Staff:** Mark Elterman, Bill Stansfield.

ABSENT **Committee Members:** Bill Roof, Shawn Styler, City Staff: Shonna Howenstine

GUESTS Phillip Tsui and Mary Quan from The Oaks Hotel, Audrey Banks from the City of Atascadero

PUBLIC COMMENT Victor welcomed visitors; Mary Quan noted that the restaurant at The Oaks is now open 7 days a week, 6am to 9:30 pm.

CONSENT CALENDAR

1. Approve Minutes from March Board Meeting

Margaret Johnson moved and Matt Masia seconded a motion to approve minutes as read. Motion was approved 4/0.

DISCUSSION

2. Marketing

a. April Committee Minutes (4/9/13)

Minutes were accepted by committee consensus with the addition of noting absentee members.

b. Mental Marketing

Mark Elterman gave the monthly marketing report. Suggestion was made to standardize discounted rates given for Fam Tours, to which it was decided that the Tourism Manager would try to help regulate and balance the distribution of visits and rate structures.

c. Paso Robles North Billboard

Item tabled until next meeting.

3. Website Design Services Update

Amanda Collins reported that the process has started. All board members have received a copy of the contract, Amanda will be the TPRA representative and will work with city staff and CRG to complete the web design process. Board members will be notified of call-in meetings if they wish to participate, but must keep their involvement to three or less members at any given meeting.

4. BID Structure Update

Amanda Collins reported that Big Red Marketing will be the contractor for Civitas to further explore the TPRA's move toward the 501(c)6 model.

5. Marketing Firm RFP Update

a. Proposed Schedule

Deadline for board comments is by EOD on 6/13 so they can be brought to the 6/14 meeting for full board approval.

b. Draft RFP

Discussion; Amanda Collins explained the reasoning behind separating marketing and branding RFPs, namely that it provides more flexibility and choices for the TPRA and one firm could bid on

TPRA Mission: To brand, market and promote the City of Paso Robles as the authentic destination of choice on a regional, national and global level to targeted leisure, family, business and group travelers resulting in more frequent visitation, longer stays and increased revenue.

both if they desired.

6. Destination Manager Report

Amanda Collins gave her regular monthly report; board discussion on how to proceed with Chamber of Commerce negotiations, where it was noted that it was premature to continue discussions at this time and that Victor Popp and Noreen Martin would continue to be on the subcommittee for Chamber negotiations, and Shawn Styler would no longer be on the committee.

7. Finance

a. April Committee Minutes (4/9/13)

Minutes were accepted by committee consensus with the additional note of Victor Popp's absence.

b. May Committee Minutes (5/14/13)

Minutes were accepted by committee consensus.

c. Budget

Noted it was attached.

ADJOURNMENT Angela McKee moved and Margaret Johnson seconded a motion to change the Finance Subcommittee meeting date to 6/14, motion was unanimously approved. Meeting adjourned at 3:15 p.m.

Upcoming Meetings:

Finance Committee – (Tentative) Thursday, June 14 at 9 a.m. at Paso Robles Inn

Marketing Committee – (Tentative) Thursday, June 6 at 1 p.m. at Paso Robles Inn

Board of Directors Meeting – Tuesday, June 25 at 1 p.m. at Paso Robles City Hall

TPRA Mission: To brand, market and promote the City of Paso Robles as the authentic destination of choice on a regional, national and global level to targeted leisure, family, business and group travelers resulting in more frequent visitation, longer stays and increased revenue.



MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

June 10, 2013

1:30 p.m.

Senior Center, 270 Scott Street, Paso Robles CA 93446

CALL MEETING TO ORDER – Chair Janes called meeting to order at 2:30 p.m.

PLEDGE OF ALLEGIANCE – Chair Janes

ROLL CALL

Members present: Martin Arfa, Marie Brinkmeyer, Martha Durrett, Pamela Janes, Kooki Peters, Bill Pluma

Members absent: Sammy Nemeth

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

Sr. Volunteer Services present: Robin Teunissen

City Council present: Mayor Duane Picanco, Ed Steinbeck

Guest: Louis Villano

PUBLIC COMMENT - None

CONSENT AGENDA

Items on the Consent Agenda are considered routine, and, therefore do not require separate discussion. However, if discussion is necessary, or if a member of the public wishes to comment on any item, the item may be removed from the Consent Agenda and considered separately. Questions of clarification may be made by the Advisory members without removal from the Agenda.

1. Peters corrected item #4 on last month's minutes; change "Kooki Roberts" to "Kooki Peters."
Moved and seconded by Durrett/ Peters to approve the minutes of the May 13, 2013 meeting as corrected – motion carried.
2. The May 2013 Senior Endowment report was received and filed.

The Senior Center Dining Room windows coverings need replacement. Brinkmeyer will bring estimates to next month's meeting to request Sr. Endowment fund to pay for a portion of window covering expense.

BUSINESS ITEMS:

3. **Renewal of Senior Volunteer Services contract-**
 - Arrangement with SVS and City of Paso Robles is going well.
 - Current contract runs through September.
 - Need to get contract on a fiscal calendar.
 - SVS has requested that the \$3,200 per month stipend be renewed with the contract.
 - Current city employee transition to SVS employee (paid through Senior Endowment fund)
4. **City's 125th Anniversary Report-**
 - Co-chairs are Dee Lacey and Frank Mecham
 - Next meeting is Wednesday, June 19 at 2:00 p.m.
5. **Recognition of outgoing advisory members**
 - Julie Dahlen presented a Certificate of Appreciation to outgoing member Bill Pluma who first started volunteering with the city in 1998.
 - Marie Brinkmeyer presented Pluma with a certificate in recognition of 1,000 or more hours of volunteer service with RSVP.
 - Pluma commented on his volunteer experiences.

6. **RSVP Volunteer Recognition**

- Kooki Peters and Bill Pluma were recognized by RSVP for their volunteer services.
- Dahlen showed video clips of Peters and Pluma during an RSVP interview.

SENIOR VOLUNTEER SERVICES REPORT-

- NCI Affiliates removed the large TV in the Library Room at no charge.
- Central Coast Woodworkers made two mobile units for TV trays (donated time and materials).
- Matt Pomerico put new locks on all cabinets.
- Spare cabinet moved to meeting room for user groups.
- Veterans offered long term use of BINGO board to Senior Center.
- July 25-26 free document shredding event to be held at the Center.
- 14 new senior members joined last month.
- Teunissen shared information with Templeton Senior program.
- Juneteenth celebration next Tuesday 10:45 a.m. at the Senior Center; Dorothy Dyer is guest speaker

CITY COMMUNICATIONS

Recreation Services Manager, Lynda Holt

- Festival of the Arts was a wonderful event
- Municipal Pool is open daily from 5a – 9p for various groups
- Concerts in the Park start this Friday, all monies collected during the “pass-the-hat” intermission will be matched by the REC Foundation for City Park Playground Renovation.

Director, Julie Dahlen

- Library summer programs, and YMCA camps are in full swing
- New CEO for YMCA is Monica Grant
- A mid-year Economic Forecast was recently held at Atascadero Lake Pavilion- cautiously optimistic.
- The City’s Financial Forecast will be presented at an upcoming City Council meeting.

CITY COUNCIL REPORT

Mayor Picanco

- Economy is fragile.
- Council approved Golden State Classic Car Club to hold event in City Park during Labor Day weekend.
- Rehab Rambouillet Road between Niblick Road and Nicklaus Street (monies from State).
- Design Engineering Assistant to demolish and create parking at storage unit near Robbins Field.
- South Vine realignment to Hwy 46.
- Reduce off street parking requirement (Part of Federal Clean Water Act).
- Approved 142 unit apartment complex on south side of Experimental Station Road.
- Avoid 24th and Spring Street and Riverside this week due to traffic light placement.

Councilman Ed Steinbeck

- Sidewalk rehab going on around City Park.
- Restroom facilities at City Park are nice and functional
- 21st Street sewer lines being replaced (most financed through grant funds)

UNSCHEDULED MATTERS –

Pluma suggested having a wish list for the Senior Center.

ADJOURNMENT

Meeting adjourned at 2:48 p.m. by Chair Janes.

Adjourn to the next regular meeting on Monday, July 8, 2013 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 JULY 8, 2013 MEETING.

Respectfully submitted by Sharon Williams, Administrative Assistant

Senior Citizen Advisory Committee Minutes of June 10, 2013



City of El Paso de Robles

"The Pass of the Oaks"

Paso Robles City Library

MINUTES OF THE LIBRARY BOARD OF TRUSTEES

June 13, 2013 ~ Paso Robles City Library, 1000 Spring Street, Paso Robles

President Doug Bates

Pamela Alch; Jane Carey; Tina Lau; Mary Morrison;

CALL MEETING TO ORDER

President Bates called the meeting to order at 9:02 a.m.

ROLL CALL

Don Rader, Administrative Assistant, took roll as follows:

Members present: Bates, Alch, Carey, Morrison, Lau

Absent: None

City Staff: Julie Dahlen, Director Library & Recreation Services

Karen Christiansen, Acting Library Manager, Adult Services Librarian

City Council rep: None

PUBLIC COMMENTS -New Library Board members Nancy Major and Dave Sequeira were introduced.

CONSENT AGENDA

1. A motion was made by Trustee Alch, seconded by Trustee Carey, to approve the Minutes of the May 9, 2013 meeting. Motion passed. Voice vote: 5 ayes, no dissent.

DISCUSSION ITEMS

2. **Advocacy Activities/Opportunities**

-Board members were encouraged to attend the June 18, 2013 City Council meeting which will include the City's financial forecast.

3. **Acknowledging Departing Board Members**

-Julie Dahlen thanked and praised departing Board members Doug Bates and Jane Jennifer Carey for their service and commitment to the Library over the past nine years.

4. **Review July 2013 Art**

-Art for the month of July was reviewed. Wall art will have the work of Doris Lundstrom.

continued

COMMUNICATIONS/REPORTS

-**Karen Christiansen** presented statistics and graphs showing circulation trends for videos and books on tape. Due to lack of use these items are not being purchased and are being considered for phasing out of the collection. The summer reading programs are in full swing and the film series and programs have started.

Julie Dahlen discussed the upcoming all-Library Staff meeting coming in July. The Recreation Department has been busy with the aquatics programs beginning and Concerts in the Park starting Friday June 14th. She told the Board that the Library Foundation is working on refurbishing the Library and will hold its second annual BookPlates! fundraiser on November 16th. **President Bates** asked about the status of the Library Academy. Current Library budget and staffing levels are not sufficient for this multi-week series of training sessions. Training is now provided on an as-needed basis.

UNSCHEDULED MATTERS -None

ADJOURNMENT

-Adjourned at 9:50 a.m. to the City of Paso Robles 125th Anniversary meeting on June 19, 2013, 2:00 p.m. in the Library Conference Room, then to the next regularly scheduled meeting of the Library Board of Trustees on July 11, 2013, 9:00 a.m. in the Library Conference Room, 1000 Spring St.

These minutes were approved by the Library Board of Trustees at their July 11, 2013 meeting.

Respectfully submitted by Don Rader, Administrative Assistant

Library Board of Trustees Minutes of June 13, 2013