

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: TPRA & PCC - Advisory Member Appointment Extension

DATE: October 15, 2013

NEEDS: For the City Council to consider temporary extensions of appointments for Travel Paso Robles Alliance (TPRA) Advisory Committee and Promotions Coordinating Committee (PCC) members.

- 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).
 2. The TPRA consists of seven members who advise City Council on the marketing/spending priorities for funds generated by the BID. Members are appointed for 3-year staggered terms, and must be a hotelier to be eligible for membership on the TPRA.
 3. The Promotions Coordinating Committee (PCC) was established in 2007 in conjunction with the formation of a City Tourism Program.
 4. The PCC consists of seven members who advise the City Council on broad and coordinated marketing goals for the Paso Robles area and its "brand." The three "at-large" members are appointed for 2-year staggered terms and two of those at-large seats are to be hoteliers also on the TPRA.
 5. Three seats are open on the PCC at this time and three seats will be expiring on the TPRA as of October 31, 2013 as follows:

TPRA

Angela McKee
Victor Popp
Matt Masia

PCC

Margaret Johnson
Matt Masia
Vacant

6. The variation in term lengths between the two committees, along with the cross-over of two hoteliers needing to sit on both committees has created a logistical challenge when it comes to recruiting and making new appointments.

7. In order to properly coordinate the member appointments to each of these Committees, it will first be necessary to amend each of the committee's bylaws.

ANALYSIS &

CONCLUSION: Extending the appointments of current TPRA and PCC members for six (6) months will allow the necessary time to bring back amended committee bylaws and properly recruit for future normal term appointments. The current committee members have been attending meetings regularly and are in good standing. Each committee would remain fully functional with these temporary extensions.

POLICY

REFERENCE: Tourism and Lodging Promotions Business Improvement District Advisory Committee (the TPRA) bylaws. Promotions Coordinating Committee formation and restructuring of August 7, 2007.

OPTIONS: For the City Council to:

- a. Temporarily extend the appointments for the three expiring TPRA members and two PCC members for six months (through April 30, 2014);
- b. Amend, modify or reject the above options.