



PROMOTIONS COORDINATING COMMITTEE MINUTES

**Tuesday, September 10, 2013
3:30 P.M. to 5:00 P.M.**

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

CALL TO ORDER 10:40 a.m.

PRESENT Committee members Vivian Robertson, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson. City Staff: Meg Williamson and Shonna Howenstine.

ABSENT Jennifer Porter

PUBLIC COMMENT PCC updates: Main Street - Pre-Pioneer Day Dance is open to tourists/visitors; Taste of Downtown coming up. Chamber - Mike Gibson is retiring, 10/4/13 his last day; Culinary Ag Tour on 9/20; business survey being undertaken. PREC – Successful fair; events most weekends; new 3-day Wine Country Cutting; Tisha Tucker hired as new Interim Events Manager. TPRA – Good summer; some hotels are back to 2008 levels.

BUSINESS

1. Vivian Robertson moved and Mike Gibson seconded a motion to approve minutes from 4/9/2013 meeting; motion passed unanimously.

DISCUSSION

2. **Website Redesign Update**
Mike Gibson moved and Vivian Robertson seconded a motion stating that the PCC finds the TravelPaso website redesign being undertaken by the Travel Paso Robles Alliance is consistent with the Paso Robles look, feel and brand originally developed by the PCC and approved by City Council. Motion passed unanimously.
3. **PCCHA Funding – October Event**
La Quinta and Black Oak Corner have committed to \$1,000 sponsorships each. Mike Gibson reported that the Chamber of Commerce will once again be the clearing house for accepting sponsorship dollars for PCCHA funding and will contact Victor Popp to remind him. Matt Masia will send a check.
4. **PCC Vacancies – Recruitment**
Committee discussed options for recruiting other tourism segments to have representation on the PCC, including restaurants, wineries and marketing professionals. No action was taken.

ADJOURNMENT Meeting adjourned at 5:00 p.m.

Paso Robles Tourism Mission: The mission of tourism promotion is to realize the full economic potential of an integrated approach to branding Paso Robles as a premier Central Coast destination. Paso Robles can attract visitors by positioning the place, its assets and unique attractions.



MINUTES OF THE PARKS AND RECREATION ADVISORY COMMITTEE

November 18, 2013

Time: 4:00 p.m.

Centennial Park – Live Oak Room, 600 Nickerson Drive, Paso Robles

CALL TO ORDER

Chair Taranto called meeting to order at 4:06 p.m.

ROLL CALL

Members present:

Richard Hernandez, Lynn Kranich, Christopher Taranto

Members absent:

Justin Perino, Larry Iaquinto

City Staff present:

Freda Berman, Julie Dahlen, Lynda Holt, Doug Monn, Sharon Williams

City Council present:

John Hamon

City Council absent:

Steve Martin

Planning Commissioner absent: Rob Nash

Guests:

Joshua Gwiazda, Tom Harrington

PUBLIC COMMENT:

none

CONSENT AGENDA

1. Moved and seconded by Kranich/Hernandez to approve the minutes of the October 14, 2013 meeting; motion carried.

BUSINESS ITEMS

2. Advocacy Activities/Opportunities – Dahlen

- Kranich attended a City Council meeting last month.
- Hernandez visited Dale Evers Studio to offer his assistance in further developing a public art proposal.

3. Paso Robles High School Public Art Proposal – Joshua Gwiazda, PRHS Art Instructor

- Joshua Gwiazda proposed idea of PR High School students gifting art to the city commemorating the 125th Anniversary.
- The chosen art will be a tile display of the old Fox Theater designed by a 10th-grade student.
- Art to be installed on the south wall entrance to City Hall near the oak tree.
- Dahlen mentioned the 125th committee will be asked to fund this project; it will not come out of the City's General Fund.

Moved and seconded by Hernandez/Kranich to endorse the PRHS Art Proposal; motion-carried.

CITY COMMUNICATION/REPORTS

Julie Dahlen, Recreation Director

- 125th Anniversary cookbooks are available for purchase.
- Glow event in City Park on New Year's Eve.
- Requesting new City flag approval at December 17 City Council meeting.

Parks and Recreation Advisory Committee Minutes of November 18, 2013

Lynda Holt, Recreation Manager

- Discussed Parks and Recreation Advisory Committee (PRAC) goals.
- Reported that REC Foundation has raised \$70,000 towards City Park renovation.
- Announced that the REC Foundation fundraising workshop will be rescheduled, PRAC may be invited.
- Shared financial data re: Centennial Pool.

Doug Monn, Public Works Director

- A copy of Public Works updates will be attached to future PRAC agendas.
- May receive \$850,000 grant for Union Road

Councilman Hamon

Inquired about the review process utilized for the temporary mural on the Artisan building. Dahlen will research.

UNSCHEDULED MATTERS -none**ADJOURNMENT**

Moved and seconded by Hernandez/Kranich to adjourn meeting at 4:45 p.m.

Next regular meeting is scheduled for Monday, December 9, 2013 at 4:00 p.m. in the Centennial Park Live Oak Room, 600 Nickerson Drive, Paso Robles.

**THESE MINUTES WERE APPROVED BY THE PARKS AND RECREATION ADVISORY COMMITTEE
AT THEIR JANUARY 13, 2014 MEETING**



MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

December 9, 2013

1:30 p.m.

Senior Center, 270 Scott Street, Paso Robles CA 93446

CALL MEETING TO ORDER – Chair Janes 1:31 p.m.

PLEDGE OF ALLEGIANCE – Chair Janes

ROLL CALL

Members present: Martin Arfa, Marilyn Carey, Bob Chaney, Martha Durrett, Pamela Janes, Sammy Nemeth
Kooki Peters, Louis Villano,

Members absent: Marie Brinkmeyer

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

Sr. Volunteer Services present: Robin Teunissen

City Council present: Mayor Duane Picanco, Councilman Ed Steinbeck

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. Moved and seconded by Chaney/Durrett to approve the minutes of the 10/14/13 meeting - motion carried.
2. October and November 2013 Senior Endowment report was received and filed.

BUSINESS ITEMS:

3. **City's 125th Anniversary Report –Julie Dahlen**
 - Volunteers still needed for kick-off event is on New Year's Eve.
 - Advisory members are welcome to attend 125th Anniversary meetings on the third Wednesday at 2 p.m. at the City Council Chambers.
 - Cookbooks are still available for purchase.
4. **Group Photograph** – members to have photo taken immediately following this meeting.

SENIOR VOLUNTEER SERVICES REPORT- Robin Teunissen

- Premiere Scare Away Hunger event was a success: silent auction raised \$2,046; funds to be distributed evenly among Food Bank and Sr. Coalition.
- Dec 13- Central Coasters performing.
- Dec 20- Santa Party- need volunteers; knitters donated funds and knitted items for party gifts, and SVS will put out stockings with a \$10 Walmart gift card.
- AARP has new driving safety program starting in January.

Senior Citizen Advisory Committee Minutes of December 9, 2013

- New tables donated by a member; old tables will be given to a non-profit group.
- New window shades have been ordered.
- Averaging 15 new senior memberships per month.
- Marie wishes all a Happy Holiday during her absence.

CITY COMMUNICATIONS

Recreation Services Manager, Lynda Holt

- Thanksgiving for Paso held at Centennial Park.
- 125th Celebration and Glow Event: set up 12-5p/ Evening event 8p-2a for volunteer hours
- Concerts in the Park 2014 -- planning has begun.
- Fourth of July 2014 celebration will be held in City Park.

Director, Julie Dahlen

- Compliments for Robin and SVS on overseeing the Sr. Center
- SVS annual financial report to be a "receive and file" item at the December 17th City Council meeting.
- Review of the outsourcing decision and process:
 - Senior Advisory Committee endorsed the outsourcing plan.
 - City Council approved outsourcing, based partially on SAC endorsement.
 - Senior Volunteer Services charges the City \$3,200 per month.
 - Sr. Endowment funds cover the costs of a part-time employee.
- Members encouraged to attend City Council meetings to get the word out during public comment.

Mayor Picanco

- Long term pothole fixes
- Panhandling ordinance- effective end of January

Councilman Steinbeck

- Approval of City Hall/Library roof replacement.

UNSCHEDULED MATTERS –

Moved and seconded by Arfa/Nemeth to congratulate City Council and City staff on the City's AAA bond rating -- motion carried.

ADJOURNMENT

Meeting adjourned at 2:14 p.m. by Chair Janes.

Adjourn to the next regular meeting on Monday, January 13 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
JANUARY 13, 2014 MEETING.**

Respectfully submitted by Sharon Williams, Administrative Assistant



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

AIRPORT ADVISORY COMMITTEE MINUTES

Thursday, December 12, 2013 - - 7:00 PM
Airport Terminal Conference Room – 4900 Wing Way

CALL TO ORDER - 7:00 PM

Roll Call:

Committee members: Corman, Lisa, Rose, York (Alternate) and Willis
Absent: Lonnie Smith
City Council: John Hamon
Staff: Meg Williamson, Doug Monn and Roger Oxborrow

PUBLIC COMMENT – None

COMMITTEE BUSINESS

1. **Minutes** – The committee reviewed the minutes of the October 24, 2013, meeting.
A motion by Mr. Rose, seconded by Mr. Lisa, to approve, passes unanimously.
2. **City Liaison Reports** – Since the last meeting, the City Council approved a License Agreement for farming operations in the open areas of the airport with John Lahargou (November 5, 2013). No other items to report.
3. **Development Status Report** – Staff advised the committee on current projects in the airport area:
 - A proposed Car Dealership on Golden Hill Road at Tractor Street.
 - Effort to move forward with the 'Discovery Gardens' project on the Black Ranch property.
 - Breaking ground on the equestrian facility, south of the Youth Authority.
4. **Airport Security** – Staff provides a verbal report and a written summation of the current efforts to address security issues on the airport. Committee discussion after public input addresses not only current events but legal authorities and individual responsibilities related to the security of the private hangar facilities. Various remedies and precautionary measures are discussed. The Paso Robles Airport Association (PRAA) was asked to be the official communication method for airport security issues. Staff is requested to report at the next meeting on all of the remedial measures that have been put in place to further secure the airport facility.
5. **Airport Capital Improvement Plan** – The committee reviewed a report presented by staff listing the current Airport Capital Improvement Plan (ACIP) as submitted to the FAA for future grant funding. Current strategies and funding mechanisms and policies are discussed. Development priorities on the airport are identified. Public comments are considered. **A motion** by Mr. Corman, seconded by Ms. York, to recommend endorsement of the current program, as presented, passes unanimously.
6. **Committee 2014 Work Plan** – The committee reviewed a list of previous work projects and a list of possible new additions. Current events and concerns, as well as recent accomplishments of the past committee, were considered as a list of possible work efforts was developed for this new year. After receiving public input and further consideration by the committee, Chairman Willis elected to postpone any final decisions and subcommittee assignments until the next meeting.

Director/Manager Business

- The Annual Airport Facilities Inspection conducted by CALTRANS, Division of Aeronautics, resulted in no discrepancies or required correction items.
- Fuel Facility project is moving forward. Plans are back from plan check. Technical Specifications are completed. Project should be out to bid within two weeks. The CALTRANS loan has been approved.
- Taxiway Rehabilitation Project – Design, has just received the CALTRANS matching grant to accompany the FAA grant. Engineer's contract goes to City Council for approval at the next meeting.
- Airport Business Improvement Plan is being implemented. Staff is currently in consultation with the Environmental Vitality Corp., working to identify professionals who could possibly provide proposals to review and audit the City's current airport leasing practices and procedures.
- Orientation materials and copies of various guiding documents currently in place are distributed to the committee members for review and back ground information.

Committee Business

Annual Election of Officers

Chairman Willis opened the floor for nomination of a Chairman to serve for the coming year.

Mr. Rose, seconded by Ms. York, nominates Jim Willis to serve as Chairman.

Seeing no other nominations, **A motion** by Mr. Rose, seconded by Ms. York to cast a Unanimous Ballot in favor of Mr. Willis passes with four votes and Mr. Corman abstaining.

Chairman Willis opened the floor for nomination of a vice-Chairman to serve for the coming year.

Mr. Willis, seconded by Ms. York, nominates Ron Rose to serve as vice-Chairman.

Seeing no other nominations, **A motion** by Mr. Willis, seconded by Ms. York to cast a Unanimous Ballot in favor of Mr. Rose passes with four votes and Mr. Corman abstaining.

The committee would like to improve communications with airport tenants and users. It was felt the PRAA and its newsletter and related channels is a valuable resource. After discussion, the PRAA was asked to disseminate committee agendas and minutes. The Association leadership agreed to these requests and be the primary communication for breaches of Security at the airport.

ADJOURN – 8:50 PM, to the regular Committee meeting, January 23, 2014, 7:00 PM, 4900 Wing Way.