



TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, November 26, 2013
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:** Victor Popp, Noreen Martin (arrived at 1:15), Angela McKee, Bill Roof, Shawn Styler. **TPRA Staff:** Amanda Diefenderfer. **City Staff:** Meg Williamson and Shonna Howenstine. **Mental Marketing Staff:** Mark Elterman, Bill Stansfield.

ABSENT Matt Masia, Margaret Johnson, Jim Throop

GUESTS Brittany Tonkin, John Arnold

PUBLIC COMMENT None

CONSENT CALENDAR

1. Approve Minutes from October Board Meeting

Bill Roof moved and Angela McKee seconded a motion to approve, minutes were approved as read.

DISCUSSION

2. **TPRA Board Member Vacancy** - After interviews and discussion, Angela McKee moved and Victor Popp seconded a motion to recommend John Arnold to fill the board vacancy, motion passed unanimously.

3. Marketing

- a. Approve November Committee Minutes – Committee accepted minutes by consensus.
- b. Mental Marketing Report – Mark Elterman reviewed the past month's marketing efforts and results, the committee accepted the report by consensus.

4. Renewal Process

- a. FY 2013/2014 Annual Report - Bill Roof moved and Shawn Styler seconded a motion to accept and recommend release for public review. Motion passed unanimously.
- b. FY 2014/2015 Marketing Plan - Noreen Martin moved and Angela McKee seconded a motion to recommend presentation of marketing plan to City Council for approval. Motion passed unanimously.
- c. FY 2014/2015 Annual Budget - Shawn Styler moved and Bill Roof seconded a motion to recommend presentation of annual budget to City Council for approval. Motion passed unanimously.
- d. BID Renewal - Bill Roof moved and Noreen Martin seconded a motion to recommend to City Council to renew the BID assessment for FY 2014/2015. Motion passed unanimously.
- e. Big Red Marketing Contract Extension – Angela McKee moved and Shawn Styler seconded a motion to recommend to City Council a one-year extension of the Big Red Marketing professional services contract. Motion passed unanimously.

5. **Billboards** – Subcommittee comprised of Matt Masia, Angela McKee and John Arnold was formed to recommend a billboard strategy.

6. **Website Update** – Tabled by committee consensus. Amanda Diefenderfer will send out a link to the site.

***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.*

- a. **Visit San Luis Obispo County** - Sustainable Funding Update, Review of John Lambeth Workshop (11/21/13). No action taken.

7. Finance

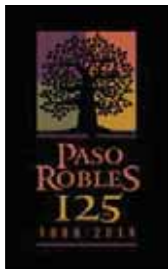
- a. November Committee Minutes (11/12/13) were accepted by committee consensus
- b. Budget – Tabled by committee consensus.

ADJOURNMENT

Future Agenda Items:

- 1. Overnight Stay Tracking

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MINUTES OF THE PASO ROBLES YOUTH COMMISSION

Wednesday, January 8, 2014, 2:30 p.m.

School District Conference Room, 800 Niblick Road, Paso Robles, CA 93446

CALL TO ORDER

Meeting called to order at 2:31 p.m. by Chair Santiago

ROLL CALL

Members present: Taylor Ellstrom, Claire Farrell, Adam Greenlee, Ryan Greenlee, Pearl Herrera, Jennifer Janes, Stephen Preston, Elisa Santiago, Grant Scheiffele

Members absent: Ethan Athey, Jessica Gage

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

City Council present: Mayor Duane Picanco, John Hamon

School Board present: Joan Summers

PUBLIC COMMENT – None

CONSENT AGENDA

Moved and seconded by Janes/ Farrell to approve the Minutes of the December 4, 2013 meeting - motion carried.

BUSINESS ITEMS

1. Advocacy Activities/ Opportunities

- Santiago and Preston attended last night's City Council meeting.
- Ellstrom attended Economic Planning meeting.
- Salvation Army bell ringing was successful.

2. Recruitment for New Officers

- Advisory applications are due Friday, April 11 for two openings on the Youth Commission.
- Commissioners are encouraged to inviting friends to YC meetings and to reach out through the PRHS. Crimson Chronicle, video class and bulletin board.
- Santiago and Ellstrom volunteered to update school bulletin board.
- Farrell will discuss advertising for advisory recruits in Crimson Chronicle with Lynda Holt.
- Scheiffele will contact Leadership class regarding banners and posters.
- Outreach to Middle Schools.

CITY COMMUNICATION/REPORTS

Lynda Holt, Recreation Services Manager:

- Concerts in the Park begin June 20
- Aquatics program at Municipal Pool is in planning stages.
- School year ends June 13.
- Art Festival is approaching in May.
- July 4 will be an enhanced event in 2014 in honor of the City's 125th anniversary. The event will be moved to the downtown City Park with two parades, fun activities, concert and fireworks at dusk.

Youth Commission Minutes of January 8, 2014

Julie Dahlen, Library and Recreation Services Director:

- 125th Anniversary Kick-off report
 - Lynda Holt for coordinating park activities; thanked Janes for volunteering
 - 3,000 people attended Glow in the Park festivities
 - Birthday Party- March 11 at City Park, volunteers needed
 - 125 oak trees will be planted on April 25 (Arbor Day)
- New Children's Librarian, Heather Stephenson starts January 13
- Teen volunteers needed this summer for the reading program

Mayor Picanco:

- Complimented 125th committee on a great job
- Thanked city staff for organizing event
- Discussed Council approval of Business Improvement District (BID) assessment district- promoting tourism in Paso Robles
- Announced a joint meeting with school board to be held on January 9

Councilman Hamon:

- Discussed card room issues.
- Invited teens to School Board meeting tomorrow night 6-8 p.m.
- Discussed logo development for the Youth Commission

SCHOOL BOARD REPORT

Joan Summers:

- Asked Commissioners for input on school-parent communication strategies

UNSCHEDULED MATTERS/TEEN ISSUES -

- Santiago and Ellstrom want to work on Youth Commission logo concept
- The Mayor wished all a happy holiday.

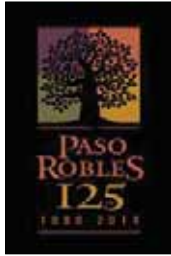
ADJOURNMENT

Meeting adjourned by Chair Santiago at 3:18 p.m.

Adjourned to the next regular meeting on Wednesday, February 5, 2014; 2:30 p.m., at the Paso Robles School District Conference Room, 800 Niblick Road, Paso Robles.

**THESE MINUTES WERE APPROVED BY THE YOUTH COMMISSION ADVISORY COMMITTEE AT
THEIR FEBRUARY 5, 2014 MEETING**

Respectfully submitted by Sharon Williams, Administrative Assistant



MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

January 13, 2014

1:30 p.m.

Senior Center, 270 Scott Street, Paso Robles CA 93446

CALL MEETING TO ORDER – Chair Janes 1:30 p.m.

PLEDGE OF ALLEGIANCE – Chair Janes

ROLL CALL

Members present: Marie Brinkmeyer, Marilyn Carey, Bob Chaney, Martha Durrett, Pamela Janes, Kooki Peters, Louis Villano

Members absent: Martin Arfa, Sammy Nemeth

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

Sr. Volunteer Services present: Robin Teunissen

City Council present: Mayor Duane Picanco

City Council absent: 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 Durrett/Brinkmeyer to approve the minutes of the 12/9/13 meeting - motion carried.
2. December 2013 Senior Endowment report was received and filed.

BUSINESS ITEMS:

3. City's 125th Anniversary Report –Julie Dahlen

- Dahlen thanked all members that volunteered and Lynda Holt for overseeing the Park Glow Event.
- 3,000 people attended Glow in the Park festivities.
- March 11 is big birthday party in City Park from 3:30 – 5:30 p.m.
- January 15 next planning meeting.

SENIOR VOLUNTEER SERVICES REPORT- Robin Teunissen

- Santa Party successful- 112 lunches served that day.
- February campaign: *Random Acts of Kindness*.
- Tax appointments started today; bilingual tax preparers available.
- Duplicate Bridge donated \$750.
- New blinds in dining room scheduled to be installed on January 23.
- New computer instructor wants to help design user-friendly Senior Center web page.
- April 12 Senior BBQ – volunteers needed.

Senior Citizen Advisory Committee Minutes of January 13, 2014

- Nomination forms available for Senior Volunteer of the Year.

Marie Brinkmeyer:

- Recruiting for Staff Assistant part-time position.
- Recognition events for volunteers coming up.

CITY COMMUNICATIONS

Recreation Services Manager, Lynda Holt

- 125th Glow in the Park event was successful.
- The next 125th event- March 11th “Happy Birthday Paso Robles.”
- Martin Luther King Jr. event Saturday, January 18.
- Festival of the Arts has been renamed to: Paso Art Fest -- Saturday, May 24.
- Aquatics Pool manager, Moria McNellis, is returning this season.
- Concerts in the Park June 20 – August 22.
- 4th of July (Friday) Special Concert in the Park (working with 4th of July Committee).

Director, Julie Dahlen

- Goal setting with REC Foundation this past Sunday- fundraising discussed.
- Joint meeting with School District January 9 -- Rec Programming and facilities discussed.
- New Children’s Librarian, Heather Stephenson.
- Tax preparation assistance at the Library.

Mayor Picanco

- January 15, Supplemental Tax Oversight Committee meeting at 6:30 pm- Library Conference Room.
- Contract for pothole repairs to begin February 10.
- Union Road (Kleck – Montebello) will be closed next month for widening, courtesy of bicycle grant.
- 13th Street Bridge completion date- end of 2014.

ADJOURNMENT

Meeting adjourned at 2:13 p.m. by Chair Janes.

Adjourn to the next regular meeting on Monday, February 10 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
FEBRUARY 10, 2014 MEETING.**

Respectfully submitted by Sharon Williams, Administrative Assistant