

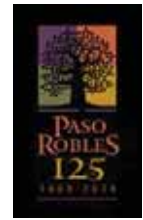


TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, February 25, 2014

1:00 – 3:00 P.M.

**MEETING LOCATION: UPSTAIRS LARGE CONFERENCE ROOM, CITY HALL
1000 SPRING STREET, PASO ROBLES, CALIFORNIA 93446**



CALL TO ORDER 1:10

PRESENT **Committee Members:** Margaret Johnson, Matt Masia, Angela McKee, John Arnold. **TPRA Staff:** Amanda Diefenderfer. **City Staff:** Shonna Howenstine. **Augustine Ideas Staff (call in):** Carolyn Wooddall

ABSENT Victor Popp, Noreen Martin, Bill Roof

GUESTS Cindy Wattenbarger (Wine Wrangler)

PUBLIC COMMENT

John Arnold noted that he is concerned with incoming hotel supply outpacing demand and inquired as to whether or not the TPRA should conduct a study to determine current market standing.

CONSENT CALENDAR

1. Approve Minutes from January Board Meeting - Margaret Johnson moved and Matt Masia seconded a motion to approve, minutes were approved as read.

DISCUSSION

2. Website Update

- a. Launch Review – The website is live, packet included, working through all content for debugging. Amanda Diefenderfer is working on an analysis of booking.com, Jack Rabbit, Zeppelin and Meridian and will schedule presentations for each.
- b. Partner Training Video and Login is available.

3. 2014/2015 Community Partnerships and Relations

- a. Matt Masia moved and John Arnold seconded a motion to approve the subcommittee recommendations from top half of the spreadsheet, motion passed unanimously; Angela McKee moved and Margaret Johnson accepted a motion to approve subcommittee recommendations from the bottom half of the spreadsheet, motion passed unanimously.
- b. Paso Robles Wine Country Alliance – Amanda will invite Jennifer Porter to present at the next meeting.
- c. Hotel Visits are still being scheduled.

4. Marketing

- a. Billboard Update – Augustine Ideas is working on comps and marketing value. Amanda Diefenderfer will see if the owner will do the repairs; Matt Masia will get the PG&E meter number for billing purposes.
- b. Augustine Ideas Marketing Report – Carolyn Wooddall reviewed the previous month's marketing efforts and results.
- c. Quarterly Media Buy – Margaret Johnson moved and Matt Masia seconded a motion to approve the advertising buy as presented, motion passed unanimously.

5. Tour, Travel and Industry Relations Update

- a. Trade Shows – Amanda Diefenderfer briefly reviewed her experiences at Visit California Outlook Forum in Pasadena and the National Tourism Association Show in Los Angeles.
- b. Visit CA Media Trip in New York coming up on March 18 – Amanda Diefenderfer is working with Augustine Ideas and Visit California to leverage efforts; she will be taking story ideas with her.

6. Finance

- a. BID Report – Amanda Diefenderfer reviewed the financials.
- b. Budget – Closing out 2013/2014 Year - Margaret Johnson moved and Angela McKee seconded a motion to approve the budget as presented, motion passed unanimously.
- c. Amanda Diefenderfer presented the draft of the 2014/2015 Budget

ADJOURNMENT Margaret Johnson moved and Angela McKee seconded a motion to adjourn at 2:36 pm. Motion passed unanimously.

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 PASO ROBLES YOUTH COMMISSION

Wednesday, March 5, 2014, 2:30 p.m.

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

CALL TO ORDER

Meeting called to order at 2:30 p.m. by Chair Santiago

ROLL CALL

Members present: Ethan Athey, Taylor Ellstrom, Jessica Gage, Ryan Greenlee, Jennifer Janes, Stephen Preston, Elisa Santiago, Grant Scheiffele

Members absent: Claire Farrell, Adam Greenlee, Pearl Herrera

City staff present: Sharon Williams, Julie Dahlen

City staff absent: Lynda Holt

City Council present: Mayor Duane Picanco, John Hamon

School Board present: Joan Summers

PUBLIC COMMENT – None

CONSENT AGENDA

1. Moved and seconded by Janes/ Ellstrom to approve the Minutes of the February 5, 2014 meeting - motion carried.

BUSINESS ITEMS

2. **Advocacy Activities/ Opportunities**
 - March 11 – City's Birthday Party
 - Dr. McNamara is arranging bus rides for students, Julie Dahlen will confirm schedule
 - Meet at 10th and Spring for parade; wear Youth Commission t-shirt
 - Lynda and Elisa developed logo for YC Banner
3. **Recruitment for New Officers**
 - Application deadline: April 11, 2014.
 - If your current term is up, you may renew.
4. **New Uptown Park** (Julie Dahlen, Grant Administrator)
 - New park is located at 36th and Oak Street, near Georgia Brown School
 - Nov 2006 - Proposition 84 Bond Act passed for projects including parks
 - Dahlen presented project timeline and explained grant funding process
 - Expected completion date- June 2014

CITY COMMUNICATION/REPORTS

Julie Dahlen, Library and Recreation Services Director:

- Friday, April 25- Give away of oak tree seedlings at City Park

Youth Commission Minutes of March 5, 2014

Mayor Picanco:

- Uptown Park is impressive
- 21st Street progressing
- Animal menacing ordinance
- Streets to be fixed
- 125th Anniversary is a special day. Please wear YC shirts for recognition
- Olympian Trevor Jacob was presented with city medal and proclamation at council meeting

Councilman Hamon:

- Appreciates Commissioners for attending council meetings
- Encouraged Commissioners to attend the 125th Birthday party
- 21st Street project grant funding required certain elements

SCHOOL BOARD REPORT

Joan Summers:

- Butler Science Night exciting
- PRHS Track-A-Thon
- Bully Movie at Flamson (ignoring or excluding is a form of bullying)
- Dance show this Saturday
- Several fundraisers are going on at PRHS

UNSCHEDULED MATTERS/TEEN ISSUES -

- AVID- Wake 'a' Thon fundraiser
- A.P. deadline approaching
- Choir Festival at PAC Center in April

ADJOURNMENT

Meeting adjourned by Chair Santiago at 3:26 p.m.

Adjourned to the next regular meeting on Wednesday, April 2, 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 APRIL 2, 2014 MEETING

Respectfully submitted by Sharon Williams, Administrative Assistant