

# CITY OF EL PASO DE ROBLES

*"The Pass of the Oaks"*



## AIRPORT ADVISORY COMMITTEE MINUTES

Thursday, February 27, 2014 - - 7:00 PM  
Airport Terminal Conference Room – 4900 Wing Way

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### CALL TO ORDER - 7:00 PM

#### Roll Call:

Committee members: Corman, Lisa, Rose, and Willis  
Absent: Lonnie Smith, Angel York, Alternate  
Staff: Meg Williamson, Doug Monn and Roger Oxborrow

**PUBLIC COMMENT** – Ron Overacker, President of Blue Sky Aviation, reported on the progress he is making in establishing an aviation program through Cuesta College and expressed appreciation to the committee and those interested for their support in his behalf. No action is taken.

### COMMITTEE BUSINESS

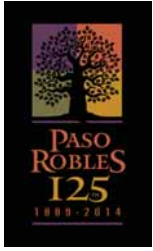
1. **Minutes** – The committee reviewed the minutes of the January 23, 2014, meeting.  
**A motion** by Mr. Rose, seconded by Mr. Corman, to approve, passes unanimously.

2. **City Liaison Reports** – Staff Reports on the various actions that have taken place in the past month:

- City-adopted Roadside Memorial Program.
- Car dealership on Golden Hill Road has received Planning Commission approval.
- The City Economic Strategy Update.
- The City Biannual Financial Forecast event, February 18<sup>th</sup>.
- The Chamber of Commerce State of the City event, March 25.

### 3. Sub-committee Reports

- **Safety and Security** (Corman) - Further information to hangar owners regarding individual steps to secure personal space. Gates should be installed on those access points leading to aircraft areas and should be locked after hours.
- **Airport Appearance** (Corman) - Effort by local pilots to assist in improving exterior road appearance by picking up trash and mowing weeds. New trees and shrubs are being planted in higher visibility areas.
- **Airport Promotion** (Corman) - The nationwide effort by AOPA to make airports friendlier to the public interested in aviation is supported by the Airport Association. Two grass areas on either side of the terminal have been identified as possible park areas that could support picnic tables, BBQ pits, etc. Work continues on the development of those areas.
- **Capital Projects Review** (Willis) – No report.
- **Business Improvement Plan Review** (Lisa) – Recently met with City Staff to review current leasing policy and the adopted terms and conditions. Discussion continues on the content of the RFP and the type of input and consultant services that will best assist in the review process.



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**DISCUSSION ITEMS**

- 4. Development Status Report** – The committee reviewed the status of the new equestrian facility, considering the impacts of aircraft noise on horses. They were assured that ample provisions have been made to notify all involved through the Avigation Easement and Noise Disclosure processes that the airport could have detrimental effects on that operation.
- 5. Airport Procurement** – Doug Monn, Public Works Director, provided a very detailed presentation showing background, legal requirements and City processes involved in the procurement process. He answered questions from the committee and the public. No action was taken.

**DIRECTOR/MANAGER UPDATE**

- The Fuel Facility plans are signed off by all required. They will go out to bid next Monday.
- Airport current activities are discussed: Continuing fire season and assigned air tankers; Helicopter operations supporting the PG&E tower construction project.
- A calendar of airport events is reviewed with the committee.
- The latest aircraft inventory has been completed. 192 aircraft are based at the airport.
- A tentative schedule of the Airport Business Policy Audit is presented for information. Elements within this program will require involvement from the newly formed Business Plan sub-committee.

**COMMITTEE MATTERS**

Review of the calendar for the March meeting, as two of the members will be out of town. As the date approaches, schedules will again be review and the determination will be made as to whether to cancel.

**ADJOURN** – 8:55 PM, to the regular Committee meeting, March 27, 2014, 7:00 PM, 4900 Wing Way.



# MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

March 10, 2014

1:30 p.m.

Senior Center, 270 Scott Street, Paso Robles CA 93446

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**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, Sammy Nemeth, Kooki Peters, Louis Villano

**Members absent:** Martin Arfa

**City staff present:** Lynda Holt, Sharon Williams

**City staff absent:** Julie Dahlen

**Sr. Volunteer Services present:** Robin Teunissen

**City Council present:** Mayor Duane Picanco, 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 Brinkmeyer/Durrett to approve the minutes of the 2/10/14 meeting - motion carried.
2. February 2014 Senior Endowment report was received and filed.

**BUSINESS ITEMS:**

3. **City's 125<sup>th</sup> Anniversary Report –Lynda Holt**
  - City's Birthday Party tomorrow starts 3:30 – 5:30 p.m. at City Park
  - Streets near park perimeter will be closed during event
  - Arbor Day event- tree and plant giveaways
  - 4<sup>th</sup> of July celebration downtown this year
4. **April 11, 2014 – Deadline to apply for 2014-015 SAC- Lynda Holt**
  - Applications available online- April 11 deadline
5. **SLOCAPRA Conference on March 22, 2014- Lynda Holt**
  - Conference held in Morro Bay this year.
  - \$25 includes food, speaker and tour
  - Julie and Lynda will be attending; Sammy and Lou signed up to go

*Senior Citizen Advisory Committee Minutes of March 10, 2014*

## **SENIOR VOLUNTEER SERVICES REPORT- Robin Teunissen**

- Sr. Volunteer Recognition BBQ ticket sales start March 17
  - Sunshine Rotary preparing BBQ
  - PR Firefighters will be serving root beer floats
  - Anthem Blue Cross sponsoring root beer float
  - Six small sponsors supporting with product or funds
  - Sally Mello (Toy Bank) assisting with coordination of event
  - James Sweetwater- outdoor entertainment
  - Larry Caris – indoor entertainment
- March 24- First bus shuttle to SLO Madonna Shopping Center for ages 65+ (\$6 per person)

### **Marie Brinkmeyer:**

- RSVP Recognition event schedule for May 29 (brunch at Golf Course) see Marie for reservations

## **CITY COMMUNICATIONS**

### **Recreation Manager, Lynda Holt**

- Recognized this month's commemorative PR Magazine
- Approval to hire two REC Staff II Assistants (This Friday is deadline)
- Nine concerts this summer starting June 20
- Planning upcoming Aquatic swim season
- Production of Summer Activity Guide
- Proposal from Pickleball to transition roller hockey court to a Pickleball court
- May 3- Taco Bell Track meet
- May 24- Paso ARTSFEST- Stilt Walker has been booked

### **Mayor Picanco**

- Street projects
- 21<sup>st</sup> Street issues- someone redirecting flow of sandbags
- Working on funding for Sherwood and Linne
- Aggressive animal ordinance passed by council
- 4<sup>th</sup> of July parade starts at 11:00 a.m.

### **Councilman Steinbeck**

- Engineering on all street projects are happening simultaneously
- Engineering is 20% of street cost
- Patching of hotspots

## **ADJOURNMENT**

Meeting adjourned at 2:16 p.m. by Chair Janes.

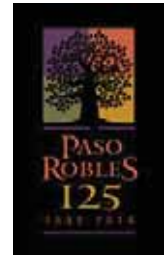
Adjourn to the next regular meeting on Monday, April 14 at 1:30 p.m. in the Senior Center, 270 Scott Street, Paso Robles.

**THESE MINUTES WERE APPROVED BY THE SENIOR ADVISORY COMMITTEE AT THEIR  
APRIL 14, 2014 MEETING.**

Respectfully submitted by Sharon Williams, Administrative Assistant



## PROMOTIONS COORDINATING COMMITTEE MINUTES



Tuesday, March 11, 2014  
10:30 A.M. to 12:00 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, Jennifer Porter, Norma Moye, Zoe Taylor, Matt Masia, Margaret Johnson. **City Staff:** Meg Williamson and Shonna Howenstine.

**ABSENT** None.

**GUESTS** Marina Huston, Amanda Diefenderfer

**PUBLIC COMMENT** Jennifer Porter noted that she would be sending out her Visitor Survey shortly.

### BUSINESS

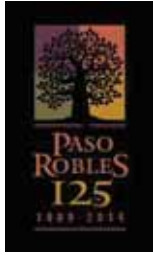
1. **Approve minutes from 1/14/2014 meeting** – Norma Moye moved and Vivian Robertson seconded a motion to approve minutes as read, motion passed unanimously.

### DISCUSSION

2. **PCC Restructuring**  
Meg Williamson presented the vision for the PCC transitioning from promotions-focused to tourism-focused. The changes were accepted by committee consensus and the new name of the committee will be the "Tourism Collaboration Committee".
3. **Bylaws**  
Meg Williamson reviewed the updated bylaws. Vivian Robertson moved and Jennifer Porter seconded a motion to approve the changes to the bylaws; motion passed unanimously.
4. **Highway 101 Wayfinding Signage**  
Zoe Taylor reviewed the Chamber's plan to set up a task force to study visitor wayfinding signage. Jennifer Porter made a motion for the TCC to formally support the Wayfinding Signage initiative, Vivian Robertson seconded; the motion passed unanimously.

**ADJOURNMENT** Tuesday, May 13, 2014. Location: City Hall Large Conference Room, upstairs at 1000 Spring Street, Paso Robles, CA.

**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.



# City of El Paso de Robles

*“The Pass of the Oaks”*

## Paso Robles City Library

### MINUTES OF THE LIBRARY BOARD OF TRUSTEES

March 13, 2014 ~ Paso Robles City Library, 1000 Spring Street, Paso Robles

*President Pamela Alch*

*Tina Lau; Nancy Major; Mary Morrison; Dave Sequeira*

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#### CALL MEETING TO ORDER

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

#### ROLL CALL

Don Rader, Administrative Assistant, took roll as follows:

Members present: Lau, Morrison, Sequeira

Absent: Alch, Major

City Staff: Julie Dahlen, Director Library & Recreation Services

Karen Christiansen, Library Manager, Adult Services Librarian

City Council rep: Councilman Steven Martin

#### PUBLIC COMMENTS -None

#### CONSENT AGENDA

1. A motion was made by Trustee Morrison, seconded by Trustee Sequeira, to approve the Minutes of the February 13, 2014 meeting. Motion passed. Voice vote: 3 ayes, no dissent.

#### DISCUSSION ITEMS

2. Final Review of Material Selections Policy

-After discussion, a motion was made by Trustee Sequeira, seconded by Trustee Morrison, to adopt the updated Material Selection Policy. Motion passed. Voice vote: 3 ayes, no dissent.

3. Update on Library Privacy Policy

-The Board received a copy of the Black Gold privacy policy for review and discussion at the next Library Board meeting.

4. Advocacy/Opportunities

-No advocacy activities were reported.

*continued*



5. **Review April 2014 Art**

-Wall art for the month of April will have the Brushmarks art competition and will not need to be reviewed by the Board. Display case will have the rocks and gems of the Santa Lucia Rockhounds.

**COMMUNICATIONS/REPORTS**

-**Councilman Steven Martin** told the Board about the street repair project underway and also the work on preserving historic homes in the city.

-**Julie Dahlen** updated the Board on the recent city birthday party held in the park on March 11<sup>th</sup>; the Arbor Day event on April 25 where 125 oak seedlings will be given out in the park; and the State of the City breakfast slated for March 25<sup>th</sup>.

-**Karen Christiansen** read a note received from a recent artist thanking the Board for accepting her art and letting her display it. Karen also updated the Board on the recent Dr. Seuss birthday event in the children's library, the upcoming Peeps Diorama contest, and National Poetry Month activities in the Library. Karen noted that Staff III Leslie Gomes has started her position as lead at the Study Center.

**UNSCHEDULED MATTERS**

-**Acting President Morrison** informed the Board that she will not be able to attend the April Library Board meeting.

**ADJOURNMENT**

-Adjourned at 9:34 a.m. to the 125<sup>th</sup> Anniversary meeting on March 19, 2014, 2:00 p.m. in the Library Conference Room, then to the Brushmarks reception April 4, 2014, 5:30 p.m. in the Library Conference Room and Library, then to the regularly scheduled meeting of the Library Board of Trustees on Thursday, April 10, 2014, 9:00 a.m. in the Library Conference Room, 1000 Spring St.

**These minutes were approved by the Library Board of Trustees at their April 10, 2014 meeting.**

Respectfully submitted by Don Rader, Administrative Assistant

Library Board of Trustees Minutes from March 13, 2014



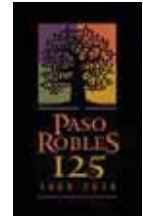


## TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, March 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 p.m.

**PRESENT** **Committee Members:** Victor Popp, Angela McKee, Margaret Johnson (left at 3:15), Noreen Martin (left at 3:15), Matt Masia, John Arnold. **TPRA Staff:** Amanda Diefenderfer. **City Staff:** Shonna Howenstine. **Augustine Ideas Staff (call in):** Carolyn Wooddall

**ABSENT** Bill Roof

**GUESTS** Jennifer Smith, Cynthia Wattenbarger

**PUBLIC COMMENT** None.

### CONSENT CALENDAR

**1. Approve Minutes from February Board Meeting**

Margaret Johnson moved, John Arnold seconded a motion to approve; minutes were approved as read.

### PRESENTATIONS

**2. Jennifer Smith, Children's Museum.**

Ms. Smith gave a brief presentation about the background of and future plans for the Children's Museum to highlight family tourism options. She would like to partner with hotels in sharing the information about the Children's Museum with their guests.

### DISCUSSION

**3. TPRA Admin**

- a. **Proposed Bylaw Revisions** - Amanda Diefenderfer presented the revised bylaws. Margaret Johnson moved and Noreen Martin seconded a motion to approve as changed. Motion passed unanimously.
- b. **Consideration of an Industry Study** – The group discussed the idea of commissioning a marketing/supply and demand study and asked Amanda Diefenderfer to research the costs involved.

**4. 2014/2015 Community Partnerships and Relations**

- c. **CAB Collective** – Angela McKee moved and Margaret Johnson seconded a motion to sponsor the "California Life HD" project at \$4,000. Motion passed unanimously.
- d. **PRWCA** – Unable to attend this month, will present next month. Amanda Diefenderfer, Victor Popp and Noreen Martin will meet with them prior to their presentation to talk about goals, etc.

**5. Marketing**

- e. **Review of Marketing Committee Meeting Minutes** - Accepted by committee consensus.
- f. **Review of Billboard Committee Meeting Minutes** - Accepted by committee consensus.
- g. **Augustine Ideas Marketing Report** – Carolyn Wooddall reviewed the marketing efforts and results from February.
- h. **Branding Discovery** – Augustineldeas presented two options for a new brand, the group preferred Option B.

**6. Website Update**

- i. **Final Review and Payment** will take place after all punch list items have been completed.
- j. **Updates Moving Forward**
- k. **Booking Engine Assessment** – Augustineldeas provided a Point of View (POV) document about booking engines (Page 42 in the condensed board packet). The committee will consider the options and provide direction at the next board meeting.

-MORE-

*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.*

7. **Tour, Travel and Industry Relations Update**

- l. **Review of Visit CA Media Trip, New York - March 18** - Amanda Diefenderfer reported that the trip was productive and successful. She took story ideas along to meetings that highlighted Outdoor Paradise, Farm Fresh and Downtown Culture. She has already followed up with the contacts from the show.
- m. **IPW, Chicago – April 5 – 9** – Next show.

8. **Finance**

- n. **Review of Committee Meeting Minutes** – Accepted by committee consensus.
- o. **BID Report** – Accepted by committee consensus.
- p. **2014/2015 Budget** – Deferred to April meeting.

**ADJOURNMENT** Angela McKee moved and Victor Popp seconded a motion to adjourn at 3:00 PM; motion passed unanimously.

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