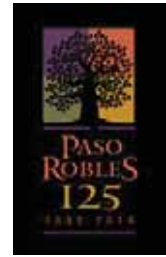




PROMOTIONS COORDINATING COMMITTEE MINUTES



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.

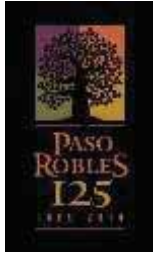
BUSINESS

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.



City of El Paso de Robles

“The Pass of the Oaks”

Paso Robles City Library

MINUTES OF THE LIBRARY BOARD OF TRUSTEES

May 8, 2014 ~ Paso Robles City Library, 1000 Spring Street, Paso Robles

President Pamela Alch

Tina Lau; Nancy Major; Mary Morrison; Dave Sequeira

CALL MEETING TO ORDER

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

ROLL CALL

Don Rader, Administrative Assistant, took roll as follows:

Members present: Alch, Sequeira, Lau, Major

Absent: Morrison

City Staff: Julie Dahlen, Director Library & Recreation Services
Karen Christiansen, Library Manager, Adult Services Librarian

City Council rep: Councilman Fred Strong, Councilman Steven Martin

PUBLIC COMMENTS -None

CONSENT AGENDA

1. A motion was made by Trustee Sequeira, seconded by Trustee Lau, to approve the Minutes of the April 10, 2014 meeting. Motion passed. Voice vote: 4 ayes, no dissent.

DISCUSSION ITEMS

2. Advocacy Activities/Opportunities

-Trustee Sequeira talked about the April 15, 2014 City Council meeting he attended. Trustee Major plans on attending the May 20, 2014 City Council meeting.

3. Announcement of 2014/2015 Library Board Members

-It was announced that President Pamela Alch was reappointed to the Library Board by the City Council. She, along with Trustees Lau, Major, Morrison, and Sequeira will make up the 2014/2015 Library Board of Trustees.

continued

4. **Joint Board Meeting**
-President Alch told the Board that scheduling a date for the joint Boards meeting has been difficult. She is hoping for a fall meeting.
5. **Library Closure For Fundraising Event**
-After discussion, a motion was made by Trustee Major, seconded by Trustee Sequeira, to authorize the closure of the Library on Saturday, November 22, 2014 to set up for the BookPlates! fundraiser, sponsored by the Paso Robles Library Foundation. Motion passed. Voice vote: 4 ayes, no dissent.
6. **Review June 2014 Art**
-Art for the month of June was reviewed. Wall art will have the photography of Melinda Martin.

COMMUNICATIONS/REPORTS

- Councilman Fred Strong** discussed water lawsuits, the reduction of sewer rates, the adoption of a recycled water master plan, street maintenance, Pickle Ball court approval and bus stops.
- Councilman Steven Martin** talked about the increased problem of vagrancy around Pioneer Park, possibility of tiered water rates in the City and oil fracking in the county.
- Julie Dahlen** discussed activities for the City's 125th anniversary celebration. She informed the Board that the recent Friends of the Library book sale made a little more than \$5,000.
- Karen Christiansen** talked about the recent BookPlates! meeting, how the Peeps diorama contest garnered positive media attention, the Zinio magazine database promotion; and the self-check-out machine.

UNSCHEDULED MATTERS

- Trustee Sequeira** asked about displaying fourth graders' mission projects.
- Trustee Majors** discussed a perpetual twice a year Library cleaning project.

ADJOURNMENT

- Adjourned at 9:48 a.m. to the City's 125th Anniversary meeting, Wednesday May 21, 2:00 p.m. in the Library Story Hour Room, then to the next regularly scheduled meeting of the Library Board of Trustees on Thursday, June 12, 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 June 12, 2014 meeting.

Respectfully submitted by Don Rader, Administrative Assistant

Library Board of Trustees Minutes of May 8, 2014



TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, May 27, 2014

1:00 – 3:00 P.M.

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



CALL TO ORDER 1:05 PM

PRESENT **Committee Members:** Victor Popp, Angela McKee, Margaret Johnson, Noreen Martin, John Arnold. **TPRA Staff:** Amanda Diefenderfer. **City Council Liaison:** Steve Martin **City Staff:** Shonna Howenstine. **Augustine Ideas Staff (On Conference Line):** Carolyn Wooddall

ABSENT Bill Roof, Matt Masia

GUESTS Kyle Beal, Jen Porter, Steve Ferrarini, Brittany Tonkin

PUBLIC COMMENT Bill Roof tendered his resignation; Amanda Diefenderfer will send an email to hotels for applicants to fill the opening on the board.

CONSENT CALENDAR

1. Approve Minutes from April Board Meeting

Margaret Johnson moved and John Arnold seconded a motion to approve, motion passed unanimously.

DISCUSSION

2. Community Partnerships

- a. **Earth Day Food & Wine Festival Recap** – Kyle Wommack reported a 7% increase in out-of-area attendees over last year. The mix of local and visitor attendance is 50/50. They will be bringing in press and distributors from NY & Chicago next year/ they would like the TPRA to consider partnering this fall.
- b. **PRWCA Community Partnership** - Jennifer Porter reported that PRWCA efforts now target consumers and they now share core missions with the TPRA. Wine Festival marketing ran South Bay to San Diego, Central Valley, Arizona and Texas. Jennifer noted that TBID increases have equaled funding decreases to the PRWCA, while they are attempting to bring more consumers to Paso Robles. Angela McKee moved and Victor Popp seconded a motion to fund the PRWCA at \$7,500 with \$5,000 in cash and exposure at the Wine Bloggers Conference valued at \$2,500. Noreen Martin moved and Angela McKee seconded a motion for Amanda Diefenderfer and Jen Porter to discuss a partnership that includes membership for all 20 hotels with a larger commitment from the TPRA. Vote passed 4-0 (Margaret Johnson stepped out).
- c. **Chamber of Commerce Partnership** – Angela McKee moved and Victor Popp seconded a motion to resume discussions once the new CEO is in place. Motion passed 4-1 with John Arnold abstaining.

3. County Tourism Marketing District

- a. **Update on Progress** – The agenda packet includes a draft Management Plan for the proposed SLO County Tourism Marketing District, prepared by Civitas on behalf of Visit San Luis Obispo County.

4. Marketing

- a. **Review of Marketing Committee Meeting Minutes**
Accepted by committee consensus.
- b. **Augustine Ideas Marketing Report**
Carolyn Wooddall reviewed the previous month's efforts and results and upcoming initiatives.
- c. **Media FAM Tour**
Carolyn Wooddall shared the names of participating journalists.
- d. **Branding Update – Update of brand concepts and next steps**
The updated logo will be presented to the Tourism Collaboration Committee; suggested taglines will be developed in the next phase.
- e. **Visitor's Guide – Utilization, online requests**
Amanda Diefenderfer reported that due to continued requests for printed information, she is considering doing a short print run now and will evaluate the format of the guide before rebranding with the new logo begins.

5. Website

- a. **Final Punch List Delivered to CRG** – Amanda Diefenderfer has submitted the final punch list items to CRG to be completed in June. CRG will complete training of City staff and TPRA.
- b. **Tentative Board Training and Presentation by CRG - June 24, 2014**
- c. **Booking Engine RFP** will launch after TPRA training.

6. Consumer Shows

a. **New Booth Resources**

Carolyn Wooddall reviewed the booth design that will include Food, Wine, Attractions and Cycling/Outdoor Recreation.

b. **Sunset Celebration Weekend/Consumer Shows to Consider**

TPRA did not receive registration emails for Sunset Celebration; Amanda Diefenderfer will poll county partners for possible cooperative booth options at other shows.

c. **Savor the Central Coast**

The concert at Vina Robles Amphitheatre funded by the TPRA will announce its act in June.

7. Finance – minutes amended, Bill Roof was not in attendance

a. **BID Report**

Accepted by committee consensus.

b. **2014/2015 Budget**

Tabled until next meeting, as this version didn't include income.

ADJOURNMENT Margaret Johnson moved and Angela McKee seconded a motion to adjourn at 3:40, motion passed unanimously.