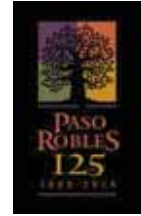




CITY COUNCIL – ECONOMIC STRATEGY COMMITTEE MINUTES

Friday, May 23, 2014
9:00 – 11:00 A.M.



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

CALL TO ORDER 9:05AM

PRESENT **Committee Members:** Steve Martin, Fred Strong **City Staff:** Jim App, Meg Williamson
Guests: Zone Taylor, Gina Lucich-Fitzpatrick, Pam Avila

PUBLIC COMMENT None

DISCUSSION

1. Municipal Code - Decoder Tools

Concept discussion of tools to ease public access to laws and legislative information
No Committee Action Required

Councilman Strong distributed a news article regarding a product (“AmLegal Decoder”) that is intended to enhance ease of access by citizens to their local laws and legislative information (Municipal Code) and encouraged attendees to look at the City’s current website and compare the functionality / availability of public data. Staff noted the current Municipal Code update process and the IT staff’s initial assessment was that the Decoder software was in beta at this time, and redundant entry would be required as currently designed. There was expressed interest in ways the city could enhance automatic reminders to persons in the permitting process for expiration dates. Staff was to report out on the current notification system in place.

2. Energy Enhancement Project

Concept discussion of potential benefit of energy enhancement pilot project
No Committee Action Required

Councilman Strong distributed a booklet on AC Wave forms and the levels of solar energy that can be produced using certain “wave form” technology. He wondered if there was potential benefit for a pilot project at the Municipal Airport and suggested a field trip to the Google Campus to view a current pilot project there. Councilman Strong was to follow up with his contact at Google, then report back on the feasibility of that field trip. The Chamber expressed willingness to assist in coordinating a field trip, and it was noted that such an endeavor would first have to receive the majority support / directive by the full City Council.

3. Economic Statistical Data Access

Update of potential access to employment data via Economic Vitality Corporation
No Committee Action Required – Information Only

Staff noted they were working with Bruce Ray of the Central Coast Economic Forecast via the EVC to access employment data and related statistics that are secured by Beacon Economics in their Forecast efforts. All concurred regarding the value of statistical data in the attraction and expansion of business in Paso Robles and the City noted they would proceed with securing this data from CCEF.

4. Chamber of Commerce – Updates

Business Plan Updates

No Committee Action Required – Information Only

Pam Avila provided an overview of the 2014 Business Climate Survey and the work of the Chamber's Economic Resource Committee. This year's survey has an increased focus on Workforce Development needs and where people are spending their money in the City. It was noted the survey was on the street now and results should be done by mid -July.

Zoe Taylor reported on the progress of the Government Relations Committee and that a survey will be out soon to members with the purpose of learning the business "hot buttons" for legislative items that will drive the focus of the Committee's work.

Zoe Taylor reported on the progress of the Visitor Center total remodel, noting the generosity of in-kind donations to get this work done. Also, they are meeting with representatives of the TPRA to explore an enhanced relationship to better serve visitors in Paso Robles.

CEO Search

No Committee Action Required – Information Only

Zoe Taylor reported that the Search Committee had done their due diligence and an offer had been made to a candidate who has the key core competencies for a Chamber Executive.

5. USDA - Rural Business Opportunity Grants

Grant Application discussion

No Committee Action Required

Councilman Martin noted the recent announcement by the USDA for Economic Development Grants for Rural Communities and wondered if the Chamber would be appropriate to take the lead. Pam Avila shared her research and while the Chamber has submitted applications two years in a row, no California city has ever been awarded a grant through this program. Pam agreed to send Councilman Martin her past work for his review and input.

6. Airport Business Improvement Plan - Status

Business Plan Updates

No Committee Action Required – Information Only

City staff reported that they were currently working with a subcommittee of the Airport Advisory Committee to conduct an annual review of the Airport Business Improvement Plan. This report will include a "report card" on the progress for all work objectives. The Council will see this annual report in the coming months.

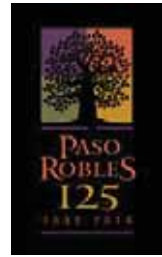
ADJOURNMENT 10:37AM

Upcoming Meetings:

Friday - August 22, 2014 – City Hall Large Conference Room



TOURISM COLLABORATION COMMITTEE MINUTES



Tuesday, June 10, 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 10:35 am

PRESENT **Committee Members:** Vivian Robertson, Jennifer Porter, Norma Moye, Zoe Taylor, Amanda Diefenderfer. **City Staff:** Meg Williamson and Shonna Howenstine.

ABSENT None.

PUBLIC COMMENT None.

PRESENTATION

1. **City Tourism Logo Update**

Lee Goddard of AugustinIdeas showed the progression of the new logo design to date and the current iteration that incorporates suggestions made previously by the TCC. AugustinIdeas will bring the logo back to the TCC for their input on the tagline.

BUSINESS

2. **Approve minutes from 3/11/2014 meeting**

Norma Moye moved and Zoe Taylor seconded a motion to approve the minutes, minutes were approved unanimously as read.

DISCUSSION

3. **Membership Recruitment Process and Timeline**

The committee compiled a list of suggestions for membership recruitment for the two open spots on the TCC. Shonna Howenstine will send applications to all on the list by July 1.

4. **Visitor Wayfinding Signage**

Zoe Taylor would like the TCC and Tourism Coordinator address highway signage with CalTrans and will work with Shonna Howenstine to draft a letter.

5. **TCC Action Plan**

The committee reviewed the TCC Action Plan and gave input on priorities for tasks to be addressed once the Tourism Resource Council is formed.

ADJOURNMENT Vivian Robertson moved and Zoe Taylor seconded a motion to adjourn at 11:50 AM, motion passed unanimously.