

# CITY OF EL PASO DE ROBLES

*"The Pass of the Oaks"*



## AIRPORT ADVISORY COMMITTEE MINUTES

Thursday, April 24, 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 and Angel York, Alternate
City Council:	Ed Steinbeck, John Hamon
Planning Commission:	John Donaldson
Staff:	Meg Williamson, Doug Monn and Roger Oxborrow

Mr. Donaldson is introduced as the new Planning Commission Liaison.

**PUBLIC COMMENT** – Phil Corman, President of the Airport Association reminded all of the Pancake Breakfast this Saturday, hosted by the Association.

### COMMITTEE BUSINESS

1. **Minutes** – The committee reviewed the minutes of the February 27, 2014, meeting. A **motion** by Mr. Lisa, seconded by Mr. Corman, to approve, passes unanimously.
2. **City Liaison Reports** – No activity over the past month to report.
3. **Sub-committee Reports**
  - **Safety and Security** (Corman) – The damaged gate at the Nunno lease site has been repaired and re-installed and is now operational. Timers for the gates on the west side are discussed. The installation cost of the proposed streetlight at the south end of Wing Way far exceeds available budget. Alternatives will be reviewed.
  - **Airport Appearance** (Corman) – Trees have been planted. New shrubs are ready to go in. The oak tree at the corner of Dry Creek Road is discussed. Staff will pursue the required arborist report so removal can proceed.
  - **Airport Promotion** (Corman) - The Pancake Breakfast was mentioned earlier. Publicity has gone out through a number of local and even some national channels, advising the community of the event.
  - **Capital Projects Review** (Rose) – Additional review is still underway. It is suggested there may be additional projects that would better accommodate our changing airport traffic mix of uses.
  - **Business Improvement Plan Review** (Lisa) – No new activity to report.

**DISCUSSION ITEMS**

4. **Development Status Report** – The Lubrizol development project continues to progress. The committee is invited to stop by and view all that has been completed. The Hunter Resort project on the old Black Ranch property continues through the review and approval process. No other matters are reported.

**DIRECTOR/MANAGER UPDATE**

- The Fuel Facility bid process received protests, which caused action to be taken to reject all bids and proceed to advertise for bids again. That process will take another 60 days.
- Airport Calendar of Events includes the Pancake Breakfast on Saturday; the Warbird Museum Car Show on May 10; the Antique Aero Company Party on June 7; and the Airshow on November 1.
- The Airport Business Plan review effort continues. With other pressures in place the actual completion date may slip a month or so.
- An unofficial report from Blue Sky Aviation suggests that the flight school approval process is progressing favorably.

**COMMITTEE MATTERS**

- Lonnie Smith advises that he will be unable to continue to serve on the committee due to his deteriorating health. He has submitted a Resignation Letter.
- Jim Willis reports that his circumstances have progressed much faster than anticipated and he will be leaving the area within the next month. It was planned that the regular May meeting would be his last.
- Due to a number of scheduling conflicts, it is determined that the May meeting will not be held and the next committee meeting will be June 26.

**ADJOURN** – 8:15 PM, to the regular Committee meeting, June 26, 2014, 7:00 PM, 4900 Wing Way.

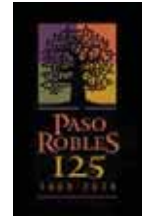


## TRAVEL PASO ROBLES ALLIANCE MINUTES

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.

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**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.



# MINUTES OF THE PARKS AND RECREATION ADVISORY COMMITTEE

June 9, 2014

Time: 4:00 p.m.

Centennial Park – Live Oak Room, 600 Nickerson Drive, Paso Robles

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## CALL TO ORDER

Chair Taranto called meeting to order at 4:04 p.m.

## ROLL CALL

**Members present:** Lynn Kranich, Justin Perino, Christopher Taranto  
**Members absent:** Richard Hernandez, Larry Iaquinto  
**City Staff present:** Freda Berman, Julie Dahlen, Lynda Holt, Sharon Williams  
**City Staff absent:** Doug Monn  
**City Council present:** Steve Martin  
**City Council absent:** John Hamon  
**Planning Commissioner present:** Darrell Cooper

**PUBLIC COMMENT:** none

## CONSENT AGENDA

1. **Approval of minutes**
  - Motion to approve April 14, 2014 minutes- Kranich / Taranto - motion carried.
  - Motion to approve May 12, 2014 minutes- Perino / Taranto - motion carried.

## BUSINESS ITEMS

2. **Advocacy Activities/Opportunities** – Chair Taranto
  - Volunteers needed for 4<sup>th</sup> of July celebration -- see Al Garcia.
  - Volunteers needed for Concerts in the Park -- see Lynda Holt.
  - Taranto mentioned ARTSFEST was enjoyable, surprised on number of people that didn't hear about it.
  - Taranto and Perino attended fundraiser for Downtown Playground project.
3. **Schedule Field Trips** – Julie Dahlen
  - It was agreed to visit Municipal Pool in July and Larry Moore Park in August.
  - Staff will inform user groups of site visits.
  - Lynda suggested sending Joint of Power Agreement to members before next meeting.
  - Important to document field trips to validate discussion with City Council.

## CITY COMMUNICATION/REPORTS

### **Julie Dahlen, Library and Recreation Services Director:**

- Tile art project unveiling -- Weds, June 18, 2:00 p.m. at south entrance to City Hall.
- City Park playground renovation project is waiting on grant approval response.

**Lynda Holt, Recreation Manager:**

- Pickleball
  - New courts are open and available for play.
  - Over \$22,000 raised in two months; currently working on purchasing wind screens.
  - In response to maintenance concerns, Recreation staff is trying to patrol courts, time permitting.
  - Rec Staff opens and closes courts Monday – Friday.
  - Courts are closed on weekends except for Saturday classes.
  - Group is developing a court watch to catch inappropriate activity.
- Concerts in the Park start June 20.
- Aquatics program starts June 16.

**Freda Berman, Maintenance Services Superintendent:**

- Uptown Family Park- all playground equipment is in.

**Councilman: Steve Martin**

- Reconstruction on section of 12<sup>th</sup> Street to Fresno Street.
- Replacement of emergency vehicles.

**Planning Commission: Darrell Cooper**

- Pickleball discussion.
- Riverside bike lane concerns.
- Recent hotel approvals.
- Rotary Club of Paso Robles collaborating with Lions Club to build cover for City Park BBQ.

**UNSCHEDULED MATTERS**

- Wine Festival- Park in good form
- 125<sup>th</sup> Mural at PR Inn

**ADJOURNMENT**

Motion to adjourn meeting at 5:21 p.m. - Perino/ Kranich- Motion carried.

Next regular meeting is scheduled for Monday, July 14, 2014 at 4:00 p.m. in the Centennial Park Live Oak Room, 600 Nickerson Drive, Paso Robles.

**THESE MINUTES WERE APPROVED BY THE PARKS AND RECREATION ADVISORY COMMITTEE  
AT THEIR JULY 14, 2014 MEETING**



# MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

June 9, 2014

1:30 p.m.

Senior Center, 270 Scott Street, Paso Robles CA 93446

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**CALL MEETING TO ORDER** – Chair Janes 1:35 p.m.

**PLEDGE OF ALLEGIANCE** – Chair Janes

**ROLL CALL**

**Members present:** Marie Brinkmeyer, Bob Chaney, Martha Durrett, Pamela Janes, Sammy Nemeth, Kooki Peters, Louis Villano

**Members absent:** Martin Arfa, Marilyn Carey

**City staff present:** Julie Dahlen, Sharon Williams

**City staff absent:** Lynda Holt

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

**City Council present:** Mayor Duane Picanco

**City Council absent:** 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/ Nemeth to approve the minutes of the 5/12/14 meeting - motion carried.
2. May 2014 Senior Endowment report was received and filed.

**BUSINESS ITEMS:**

3. **City's 125<sup>th</sup> Anniversary Report –Julie Dahlen**
  - Official unveiling of the tile art project Wednesday, June 18 at 2:00
  - 4<sup>th</sup> of July celebration at City Park starting with morning parade, ending with fireworks show
  - Transformation of 125<sup>th</sup> logo to red/white/blue on 4<sup>th</sup> of July flyer in summer Activity Guide
4. **Recognize Outgoing member, Martin Arfa**

**SENIOR VOLUNTEER SERVICES REPORT- Robin Teunissen**

- Father's Day Celebration- Root Beer Floats.
- Juneteenth Event June 20- Ice Cream social.

*Senior Citizen Advisory Committee Minutes of June 9, 2014*

- History Buff is back.
- Duplicate Bridge group having an Alzheimer's fundraiser.
- Working on promoting awareness for senior nourishment (nourish a senior).
- It cost Sr. Nutrition \$8 to produce a meal; the average donation is \$1.10 from participants.
- SVS receptionist helping Recreation Dept. with volunteer needs.

**Marie Brinkmeyer:**

- Recognition Event, May 29 at Golf Club, 10:30 – 12:30p Includes brunch-Please RSVP with Marie.

**CITY COMMUNICATIONS**

**Recreation Manager, Lynda Holt**

- 5/3 Taco Bell Track meet – 29<sup>th</sup> year, 300 participants.
- 5/24 Paso Arts Festival- more entertainment this year.
- Summer Aquatics Program- starts June 16.
- Concerts in the Park – Nine concerts scheduled.
- Special concerts on July 4<sup>th</sup> along with Paso Blast- 5p – 8:30 p.m. (6:30p Patriotic program during intermission).

**Library and Recreation Services Director, Julie Dahlen**

- Successful recruitment for advisory bodies; Ruth Ferreri will be joining us in July.
- Pickleball fundraiser tomorrow night at PR Inn Ballroom.
- May 17, National Park Services Salinas River Trail walk at 10:00 a.m. starting at Larry Moore Park.

**Mayor Picanco**

- Centennial Creek sewer line restoration.
- Cooperative agreement among Cuesta College/Atascadero/RTA for providing transit service.

**Councilman Steinbeck**

- Discussed market trends for Sierra Bonita.

**ADJOURNMENT**

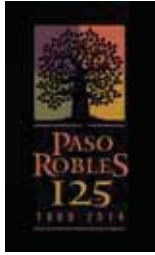
Meeting adjourned at 2:07 p.m. by Chair Janes.

Adjourn to the next regular meeting on Monday, July 14, 2014 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  
JULY 14, 2014 MEETING.**

Respectfully submitted by Sharon Williams, Administrative Assistant





# City of El Paso de Robles

*“The Pass of the Oaks”*

## Paso Robles City Library

### **MINUTES OF THE LIBRARY BOARD OF TRUSTEES**

June 12, 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 Sequeira called the meeting to order at 9:02 a.m.

#### **ROLL CALL**

Don Rader, Administrative Assistant, took roll as follows:

Members present: Sequeira, Lau, Morrison, Major

Absent: Alch

City Staff: Julie Dahlen, Director Library & Recreation Services

City Council rep: Councilman Steven Martin

**PUBLIC COMMENTS** -None

#### **CONSENT AGENDA**

1. A motion was made by Trustee Lau, seconded by Trustee Sequeira, to approve the Minutes of the May 8, 2014 meeting. Motion passed. Voice vote: 3 ayes, no dissent. Trustee Major arrived after the vote.

#### **DISCUSSION ITEMS**

2. **Advocacy Activities/Opportunities**  
-Attending the June 17, 2014 City Council meeting was discussed. This Council meeting will include the City's financial forecast.
3. **Review July 2014 Art**  
-Art for the month of July was reviewed. Wall art will have the work of Kathy Wetzel.

*continued*

### **COMMUNICATIONS/REPORTS**

-**Councilman Steven Martin** discussed grants for road repair, replacement of emergency service vehicles, and the upcoming Planning Commission/City Council meeting. He also noted the City's proclamation for the opening of the new Atascadero library.

-**Julie Dahlen** talked about the official unveiling of the tile art hanging at City Hall. The two pieces commemorate the City's 125 Anniversary. She also talked about possibly replacing the outside book drops.

### **UNSCHEDULED MATTERS** -None

### **ADJOURNMENT**

Adjourned at 9:32 a.m. to the City Hall art unveiling/ the City's 125 Anniversary meeting Wednesday June 18, 2:00 p.m. in front of City Hall and the Library Conference Room, then to the next regularly scheduled meeting of the Library Board of Trustees on Thursday, July 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 July 10, 2014 meeting.**

Respectfully submitted by Don Rader, Administrative Assistant

Library Board of Trustees Minutes of June 12, 2014

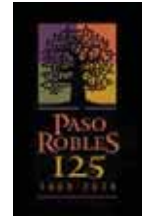


## TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, June 24, 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

**PRESENT** **Committee Members:** Angela McKee, Margaret Johnson, Matt Masia, John Arnold. **TPRA Staff:** Amanda Diefenderfer. **City Council Liaison:** Steve Martin **City Staff:** Shonna Howenstine. **Augustine Ideas Staff (On Conference Line):** Lee Goddard and/or Carolyn Wooddall

**ABSENT** Victor Popp, Noreen Martin

**GUESTS** Sandra Sage, Lauren Lekai, Neeta Mittal, Brittany Tonkin, Seth Engel, Cindy Wattenbarger

### PUBLIC COMMENT

Seth Engel announced that Derby Winery is now open for free tours daily at 10:30 AM. Cindy Wattenbarger announced that the Wine Wrangler offers a dinner shuttle to hotel guests and would like each hotel to let their guests know about it.

### PRESENTATION

1. **Paso Robles Downtown Wineries**

Neeta Mittal of LXV Wine explained how their collective of 19 wineries is working together and they would like to partner and cooperate with the TPRA's efforts and reported that they will be hosting a Midsummer Night's Wine Stroll on July 5<sup>th</sup> from 4-8 PM.

### CONSENT CALENDAR

2. **Approve Minutes from May Board Meeting**

Margaret Johnson moved and John Arnold seconded a motion to accept minutes with changes. Motion passed unanimously.

### DISCUSSION

3. **TPRA Open Seat**

This item was tabled to the next meeting.

4. **Community Partnerships**

- a. PRWCA Community Partnership – The committee discussed a third option whereby all hotels receive complimentary membership. The Marketing and Finance subcommittee will each discuss options and bring recommendations forward to the board at the next meeting.

5. **Marketing**

- a. Review of Marketing Committee Meeting Minutes  
Accepted by committee consensus.
- b. Augustine Ideas Marketing Report  
Lee Goddard presented the previous months marketing efforts and results. Moving forward, AI reporting will include more analysis of the marketing numbers.
- c. Media FAM Tour Initial Recap  
Amanda Diefenderfer and Lee Goddard reviewed details and highlights of the FAM tour.
- d. Branding Update – Update of brand concepts and next steps  
The final version of the logo was presented.
- e. Tag Line Exploration  
Tag lines will be pitched to the marketing committee for their recommendation(s), then taken to the TCC for their approval before asking City Council to approve the new logo.
- f. Visitor's Guide – Utilization, online requests  
Amanda Diefenderfer has gathered all of the collateral that exists locally (PRWCA, Chamber, etc.) and is evaluating the best format to use.

6. **Consumer Shows**

- a. New Booth Resources – Final Design  
The new design was unveiled with plans to hang the new logo on an external plaque to ensure longevity of the booth as branding changes are made. The designs were approved by committee consensus.
- b. Savor the Central Coast - Giveaways and Activities  
The booth will re-create a min-Paso Robles by adding sod, chairs, the new booth, photo ops, etc.

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**7. Finance**

a. **Review of Finance Committee Meeting Minutes**

Matt Masia moved and John Arnold seconded a motion to approve the minutes; minutes were approved unanimously.

b. **BID Report**

c. **2014/2015 Budget**

Accepted by committee consensus.

**8. Summer Schedule**

July Board Meeting will be at its regularly scheduled time on July 22.

**ADJOURNMENT**

Matt Masia moved and Margaret Johnson seconded a motion to adjourn at 2:07 PM. Motion passed unanimously.