

TO: James L. App, City Manager  
FROM: Meg Williamson, Assistant City Manager  
SUBJECT: Tourism Collaboration Committee (TCC) Appointments  
DATE: September 2, 2014

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**NEEDS:** For City Council to consider appointments for two vacant Tourism Collaboration Committee seats.

- FACTS:**
1. The Tourism Collaboration Committee (TCC) advises the City Council on matters relating to tourism for the City of Paso Robles.
  2. The TCC is comprised of seven (7) members, who are two "At Large" members of the tourism industry and the head administrator of the Paso Robles Chamber of Commerce, Paso Robles Wine Country Alliance, Paso Robles Main Street Association and Travel Paso Robles Alliance.
  3. The two "At Large" seats on the TCC are currently vacant.
  4. The City publicized the availability of the two advisory seats through a press release, notice on the City's web site, and direct contact with known individuals in the tourism industry. Fourteen (14) candidate applications were received.
  5. A subcommittee of the TCC consisting of Norma Moyer, Amanda Diefenderfer, Jennifer Porter and Shonna Howenstine was formed to conduct preliminary candidate interviews and make a recommendation to the full TCC for discussion.
  6. On August 6, 2014, the candidate subcommittee interviewed fourteen (14) candidates.
  7. On August 12, 2014 the TCC met and considered the subcommittee's top two recommended candidates. After discussion of the varied skill sets and beneficial attributes that each of the candidates could bring to the work of the committee, the TCC voted unanimously to recommend the City Council appoint the slate of:  
  
Debbie Thomas of Thomas Hill Organics  
Joel Peterson of Solterra Strategies and the Paderewski Festival
  8. The two "At Large" TCC seats are for two (2) year terms.

**ANALYSIS &  
CONCLUSION:**

After considering a quality group of fourteen (14) candidates, the Tourism Collaboration Committee is recommending that the City Council appoint Debbie Thomas of Thomas Hill Organics (restaurant industry) and Joel Peterson of Solterra Strategies and the Paderewski Festival (destination marketing and cultural/historical event). The addition of a member of the restaurant industry and a professional marketing person with a background in Paso Robles history and cultural events will bring valuable insights to the TCC and allow the committee to continue to support tourism.

The Committee was impressed with the outpouring of interest from the tourism community to serve in this advisory capacity and has indicated the desire and ability to work with all those who showed interest in a resource capacity. The City's Tourism Coordinator is committed to involving these individuals in specific project focused activities.

**POLICY**

**REFERENCE:** Resolution No. 14-054 and Tourism Collaboration Committee Bylaws

**FISCAL**

**IMPACT:** No impact to the General Fund

**OPTIONS:**

- a. For the City Council to accept the recommendation of the Tourism Collaboration Committee (TCC) to appoint Debbie Thomas and Joel Peterson to two year terms on the Tourism Collaboration Committee, or
- b. Amend, modify, or reject the above option.

Prepared by: Shonna Howenstine

Attachments:  
1. List of TCC Candidates  
2. Applications for Debbie Thomas and Joel Peterson



## TCC Interview Schedule August 8, 2014



| Time         | Candidate            | Company                      | Title                         | Business              |
|--------------|----------------------|------------------------------|-------------------------------|-----------------------|
| 10:00 AM     | Debbie Thomas        | Thomas Hill Organics         | Owner                         | Restaurant            |
| 10:20 AM     | Sasha Irving         | Studios on the Park          | Director                      | Art/Attraction        |
| 10:40 AM     | Mike Milby           | Paso Bike Tours              | Owner                         | Cycling               |
| 11:00 AM     | Kathy Bonelli        | Paso Robles Vacation Rentals | Owner                         | Vacation Rentals      |
| 11:40 AM     | Katie Hayward        | Uncorked Wine Tours          | Owner                         | Transportation        |
| 12:00 PM     | David Jennings       | Crown Limousine Service      | Driver, scheduler             | Transportation        |
| 12:20 PM     | Carole Talen         | Cold Stone Creamery          | Owner                         | Downtown Merchant     |
| <b>Break</b> |                      |                              |                               |                       |
| 1:40 PM      | Gregg Bone           | Kiler Canyon Olive Oil       | Owner                         | Olive Oil             |
| 2:00 PM      | Debby Harris         | Harris Stage Lines           | Owner                         | Attraction            |
| 2:20 PM      | Debbie Lorenz        | Acorn Event Management       | Owner                         | Attraction/Tourism    |
| 2:40 PM      | Joel Peterson        | Solterra Strategies          | Marketing Director/Strategist | Marketing             |
| 3:00 PM      | Kris Penick          | Reserve Events               | Owner                         | Destination Marketing |
| 3:20 PM      | Lindsay Dodson-Brown | Justin Winery                | Hospitality Manager           | Winery                |
| 3:40 PM      | John Kelliher        | Grapeline Shuttle            | Owner                         | Transportation        |

City of Paso Robles

APPLICATION FOR APPOINTMENT TO A CITY ADVISORY BODY/COMMITTEE/ COMMISSION

Name of Advisory Body: Tourism Collaboration Committee

Name of Applicant: Joel C Peterson

Street Address: [Redacted] City, Zip: Paso Robles, CA

Mailing Address: (if different from home) [Redacted] P.O. Number [Redacted] City [Redacted] State [Redacted] Zip [Redacted]

Home Phone: [Redacted] Home Fax: [Redacted] E-mail: [Redacted]

Retired? [ ] Occupation (if applicable) Marketing Director / Strategist

Employer (if applicable) Solterra Strategies

Work Phone: [Redacted] Work Fax: [Redacted] E-mail: [Redacted]

EDUCATION & TRAINING

High School Ferris High School Spokane WA

College University of Arizona Tucson AZ

Degrees/Majors Bachelor of Arts, Media Arts

Other Schools/Training

MEMBERSHIP IN ORGANIZATIONS

Paderewski Festival, Board Member
Paso Robles Joint Unified School District, Trustee

ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS

Current
Current
Previous Planning Commission
Previous
Previous

TERM

From To
From To
From 2007 To 2012
From To
From To

ADDITIONAL INFORMATION

Please provide any supplemental information to this application, including the specific reason you believe you should be appointed to this advisory body.

As a marketing professional in Paso Robles with 10+ years of experience, I have a strong background in marketing the city, region, our wines and unique character. Prior of joining Solterra Strategies, I served as the Communications Director for 8+ years at Hope Family Wines, working to promote their wine and the Paso Robles region. My work today with several Paso Robles-based clients focuses on bringing additional attention and renown to our special region. Above that, I have a genuine passion for promoting and serving Paso Robles; I currently serve on the Paso Robles

LAST NAME Peterson COMMITTEE NAME Tourism Collaboration Committee

READ CAREFULLY

This is a public document. I understand that all information contained within it will be provided to the public upon request.

If appointed to a City committee, commission or other advisory body, I authorize the City to post the following on its Web site. I understand that other Web sites not controlled by the City may provide links to a City Web page that has my personal information on it. I also authorize the City to update my personal contact information on its Web site if my contact information changes.

- Home address, Home phone number, Home Fax number, Business address, Business phone number, Business fax number, Cell Phone Number, Personal E-mail address, Business e-mail address

Further, if my home address and telephone number are otherwise non-disclosable under the California Public Records Act (California Government Code §6250 et seq.), I understand that by agreeing to the release of the information above, this information may be provided by the City in response to a request made under the Public Records Act

Date 7/15/2014 Signature [Redacted]

If appointed to a City committee, commission or other advisory body, I DO NOT authorize the City to post my contact information on its Web site or to release such information to a third party who may post the information on their Web site. The City may, however, disclose on the Internet and in all other appropriate places that I serve on a City committee, commission or other advisory body.

Date Signature

City of Paso Robles

APPLICATION FOR APPOINTMENT TO A CITY ADVISORY BODY/COMMITTEE/ COMMISSION

Name of Advisory Body: Tourism Collaboration Committee
Name of Applicant: Debbie A Thomas
Street Address: [Redacted] City, Zip: Paso Robles, CA 93486
Mailing Address: [Redacted]
Home Phone: [Redacted] Home Fax: [Redacted] E-mail: [Redacted]
Retired? [ ] Occupation (if applicable) Restaurateur
Employer (if applicable) Thomas Hill Organics
Work Phone: [Redacted] Work Fax: [Redacted] E-mail: [Redacted]

EDUCATION & TRAINING

High School Bishop Amat La Puente, CA
College Trenton State Trenton NJ
Degrees/Majors BA Communication
Other Schools/Training

MEMBERSHIP IN ORGANIZATIONS

ADVISORY BODY/COMMITTEE/COMMISSION APPOINTMENTS

Current PRCWA Ad Committee
Current
Previous PRCWA Gifting Committee
Previous
Previous

TERM
From 2012 To 201
From
From 2013 To
From
From

ADDITIONAL INFORMATION

Please provide any supplemental information to this application, including the specific reason you believe you should be appointed to this advisory body.

My professional background is sales, marketing and retail - all a great base for the tourism industry. Today over 50% of my guests are Tourist.

LAST NAME Thomas COMMITTEE NAME Tourism

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Date 6/23/14 Signature [Redacted]

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Date Signature