



MINUTES OF THE PASO ROBLES YOUTH COMMISSION

Wednesday, May 7, 2014, 2:30 p.m.

School District Conference Room, 800 Niblick Road, Paso Robles, CA 93446

CALL TO ORDER

Meeting called to order at 2:31 p.m. by Secretary Gage

ROLL CALL

Members present: Ethan Athey, Claire Farrell, Jessica Gage, Adam Greenlee, Ryan Greenlee, Jennifer Janes, Stephen Preston, Grant Scheiffele

Members absent: Taylor Ellstrom, Pearl Herrera, Elisa Santiago

City staff present: Sharon Williams, Julie Dahlen, Lynda Holt

City Council present: Mayor Duane Picanco

City Council absent: John Hamon

School Board present: Joan Summers

PUBLIC COMMENT – None

CONSENT AGENDA

1. Moved and seconded by Scheiffele/ A. Greenlee to approve the Minutes of the April 2, 2014 meeting - motion carried.

BUSINESS ITEMS

2. **Advocacy Activities/ Opportunities** (*Jessica Gage*)
Need representatives at the May 20 council meeting to present end of year Youth Commission summary. Jessica, Adam and Ryan volunteered to meet with Lynda on Monday prior to council meeting to go over notes. They agreed to wear their Youth Commission shirts to council meeting.
3. **Newly appointed Youth Commissioners** (*Julie Dahlen*)
Jessica and Stephen will return for a new term along with new member Brian Morales.
4. **Paso 4th Celebration** (*Lynda Holt*)
Paso 4th Committee hosting party at City Park- volunteers needed, see Lynda
 - 11-12p Parade
 - 12-4p Games in the park
 - 5-8:30p Concerts in the Park with Usual Suspects
 - 6:30p Patriotic program
 - 9:15p Fireworks display
5. **Recognition of outgoing members** (*Julie Dahlen*)
 - Thanked all members for their service.
 - Outgoing members: Jennifer (graduating); Claire, Taylor, and Pearl

Youth Commission Minutes of May 7, 2014

CITY COMMUNICATION/REPORTS

Lynda Holt, Recreation Manager

- Successful Taco Bell Track Meet
- PASO ARTSFEST- Sat., May 24, 10-4p at City Park- need volunteers
- Concerts –Fridays, June 20 – August 22- need volunteers during 6:30 p.m. intermission
- Aquatics program at Municipal Pool

Julie Dahlen, Library and Recreation Services Director:

- Teen Volunteers needed at Library- see Heather Stephenson, Children's Librarian
- Salinas River De Anza Trail- free guided walk- Sat., May 17, 10:00 at Larry Moore Park

Mayor Picanco:

- Cooperative agreement with Cuesta College /Atascadero/ RTA to provide transit service
- Council approved restoration of Centennial Park creek sewer line
- Charter Communication is being transferred to Comcast
- Congratulated students and thanked all for volunteering and attending City Council meetings

SCHOOL BOARD REPORT

Joan Summers:

- PRHS *Hairspray* performance
- Liberty Dance-off between teachers and students
- Independence High School/WASC for accreditation
- Town Hall meeting last night re: new superintendent and desired qualities
- Cinco de Mayo was held at Flamson School
- May 20 at 5p- Performance Arts Center- Teacher of the Year
- Wished all commissioners well

UNSCHEDULED MATTERS/TEEN ISSUES -

- Swim team league final; all-time best ranking
- *Hairspray* recently performed at Cal Poly- did very well

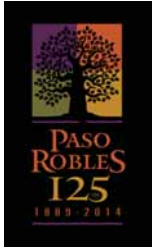
ADJOURNMENT

Meeting adjourned by Secretary Gage at 3:03 p.m.

Adjourned to the next regular meeting on Wednesday, September 3, 2014; 2:30 p.m., at the Paso Robles School District Conference Room, 800 Niblick Road, Paso Robles.

THESE MINUTES WERE APPROVED BY THE YOUTH COMMISSION ADVISORY COMMITTEE AT THEIR SEPTEMBER 3, 2014 MEETING

Respectfully submitted by Sharon Williams, Administrative Assistant



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"



AIRPORT ADVISORY COMMITTEE MINUTES

Thursday, June 26, 2014 - - 7:00 PM
Airport Terminal Conference Room – 4900 Wing Way

CALL TO ORDER - 7:00 PM (Ron Rose, Vice Chairman)

Roll Call:

Committee members:	Corman, Lisa, Rose, and Angel York, Alternate
City Council:	Ed Steinbeck
Planning Commission:	John Donaldson
Staff:	Meg Williamson and Roger Oxborrow

PUBLIC COMMENT – Mac Gleim reports he currently has five (5) clients that are looking for hangars.

COMMITTEE BUSINESS

1. **Minutes** – The committee reviewed the minutes of the April 24, 2014, meeting. **A motion** by Mr. Lisa, seconded by Mr. Corman, to approve, passes unanimously.
2. **City Liaison Reports** – Staff reviews recent City Council and Planning Commission actions:
 - (Council) Receive and File Committee meeting minutes (3/27/14).
 - (Council) Award Fuel Island Contract, Receive Avigation Easement on the Equestrian Park development.
 - (Council) Received the City’s Financial Forecast (Copies for Committee review.)
 - (Council) A review of development standards for Dry Creek Road
 - (PC) Approved the Discovery Gardens project south of the airport.
3. **Sub-committee Reports**
 - **Safety and Security** (Corman) – Work continues on fencing and gate provisions. No new activity to report.
 - **Airport Appearance** (York) – The Airport Association continues the trash pickup effort on Airport Road.
 - **Airport Promotion** (York) – Effort to secure a new restaurant operator. Staff reports on the lease option renewal negotiations with ACI and the effort to include the restaurant in the FBO lease.
 - **Capital Projects Review** (Rose) – Work continues on the project review. A report is anticipated for the next meeting.
 - **Business Improvement Plan Review** (Lisa) – Committee has met. Work continues to review and update the plan as needed. The final result will be presented to the committee for review and approval.

DISCUSSION ITEMS

4. **Development Status Report** – New buildings on the Andros lease and the Museum lease are currently in the City Building Dept. for plan review and permits. No other activities are reported.

5. Taxiway Rehabilitation Project – Staff presents a brief overview of the current taxiway rehabilitation project and the various elements contained therein. Plans and specifications for the project will be completed soon and will go out to bid shortly thereafter. The final bid amount will be the basis for the actual grant from the FAA.

DIRECTOR/MANAGER UPDATE

- Staff reviews additional information regarding the Business Improvement Plan and the effort to adjust and update the information as needed. There is also discussion of conducting the Economic Impact Study that is specified in the plan.

COMMITTEE MATTERS

- Mr. Rose reports on current activity level on the base at Camp Roberts and the perceived activity there that could have impacts on the Airport in the near future.

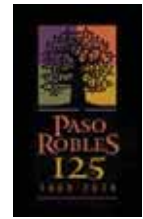
ADJOURN – 8:25 PM, to the regular Committee meeting, August 28, 2014, 7:00 PM, 4900 Wing Way.



TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, July 22, 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 1:03PM

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

ABSENT None

GUESTS Amber Walker, Linnae Darcy – Uber; Tim Reed – Vina Robles Amphitheatre; Sandra Sage – Hampton Inn & Suites; Brittany Tonkin – Courtyard by Marriott

PUBLIC COMMENT Uber has launched their taxi service in Paso Robles and will give a \$5 credit per ride to new businesses. They want to partner with the TPRA.

CONSENT CALENDAR

1. **Approve Minutes from June Board Meeting** – Johnson moved and Arnold seconded a motion to approve minutes as read, motion passed unanimously.

DISCUSSION

2. TPRA Open Seat

- a. The committee briefly interviewed both candidates, Brittany Tonkin of Courtyard by Marriott and Sandra Sage of the Hampton Inn & Suites. A straw vote found that Brittany Tonkin was selected. Angela McKee moved and John Arnold seconded a motion to recommend Brittany Tonkin to City Council to fulfill the remainder of the vacant TPRA seat through October 2014. Motion passed unanimously.

1. Community Partnership Updates

- a. Chamber of Commerce – Arnold, Popp and Diefenderfer met with Sunni Mullinax to discuss a partnership between the TPRA and Chamber. Diefenderfer and Mullinax will work out further details of a collaboration.
- b. PRWCA – Diefenderfer is still discussing 2015 partnership details with Jennifer Porter.
- c. Paderewski Festival – The Paderewski Festival furnished the TPRA with a sponsorship bag that Masia recommended providing to the winner of the Paderewski Festival contest.
- d. CAB Collective – The TPRA sponsored the CA Life HD for \$4,000 for 4 episodes about Paso Robles.
- e. PCCHA – Would like to present to the TPRA at their October meeting.

2. Marketing

- a. Review of Marketing Committee Meeting Minutes – Accepted by consensus.
- b. Augustine Ideas Marketing Report – Wooddall and Tassinari reviewed the past month's marketing efforts and results.
- c. Media FAM Tours – Wooddall reviewed the recap from the June visit and the dates for the October tour.
- d. Tag Line Exploration – The TPRA marketing subcommittee recommends the use of "Pasobilities" in the tagline and will bring forward a slate of choices for the TCC to consider at their August meeting before moving to the next stage.
- e. Visitor's Guide – The new design will be unveiled at the next meeting, a sample was included in the board packet.

3. Tour & Travel Shows

- a. Savor the Central Coast
 - i. Concert Update: Talent and Picnic Bags – Tim Reed from Vina Robles Amphitheatre reviewed their process for selecting talent for Savor; McKee moved

and Johnson seconded a motion to use the leftover TPRA bags for adventure tour attendees, motion passed unanimously.

- ii. Booth Giveaways – The marketing subcommittee will bring forward their recommendations to the board.

- b. Review of the 2015 Schedule

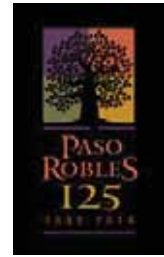
4. Finance

- a. Review of Finance Committee Meeting Minutes – Accepted as read.
- b. BID Report – The numbers show that May was down 11% yoy, Diefenderfer will confirm with City Administrative Services that all payments were in and accounted for.
- c. 2014/2015 Budget – Masia moved and Popp seconded a motion to approve the budget as presented, motion passed unanimously.

ADJOURNMENT Johnson moved and McKee seconded a motion to adjourn at 3:12 PM, motion passed unanimously.



TOURISM COLLABORATION COMMITTEE MINUTES



Tuesday, August 12, 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 10:37 a.m.

ROLL CALL **Committee Members:** Vivian Robertson, Jennifer Porter, Norma Moyer, Sunni Mullinax, Amanda Diefenderfer. **City Staff:** Meg Williamson and Shonna Howenstine. **Guests:** Lee Goddard and Carolyn Wooddall of AugustinIdeas via conference call.

PUBLIC COMMENT None.

BUSINESS

1. Porter moved and Moyer seconded a motion to approve minutes from 7/8/2014 meeting as read. Motion passed unanimously.

PRESENTATION

2. **Taglines for City Tourism Logo**
Lee Goddard and Carolyn Wooddall presented 8 tagline options (4 font treatments each of "Experience the Pasobilities" and "Discover the Pasobilities"). Mullinax moved and Moyer seconded a motion to recommend font choice #4 to the TPRA, utilizing either "Discover" or "Experience" as they see fit.

DISCUSSION

3. **At Large TCC Members Recommendations**
Porter moved and Moyer seconded a motion to recommend that City Council appoint Debbie Thomas and Joel Peterson to the two at large openings. Motion passed unanimously.
4. **CalTrans Signage Letter**
Diefenderfer moved and Moyer seconded a motion to approve the letter after including the Travel Paso Robles Alliance as a tourism partner. Motion passed unanimously.

FUTURE AGENDA ITEMS

- o Mid-week visitation via the Tourism Resource Council
- o PRWCA visitor/tourism survey results.

ADJOURNMENT Diefenderfer moved and Mullinax seconded a motion to adjourn at 12:00 p.m. motion passed unanimously.