

# CITY OF EL PASO DE ROBLES

*"The Pass of the Oaks"*



**SUPPLEMENTAL TAX OVERSIGHT COMMITTEE MINUTES**  
**Wednesday, July 9, 2014 - 6:30 PM**  
**MEETING LOCATION: EOC MAIN CONFERENCE ROOM**  
**PUBLIC SAFETY CENTER, 900 PARK STREET, PASO ROBLES**

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**CALL TO ORDER – 6:30 PM**

**ROLL CALL** Chairman Stephen King, Vice-Chair Sasha Irving, Katherine Barnett, Nick Gilman, Jake Hudson, Bill Pluma, Victor Popp, Thomas Tringham

**Absent:** Jeff Bower

**PUBLIC COMMENTS** None

**BUSINESS ITEMS**

**1. Minutes of the April 9th Meeting**

Motion made by Thomas Tringham seconded by Katherine Barnett to approved the April 9th meeting minutes, passed 6-0, Chairman Stephen King & Nick Gilman abstain.

**2. Committee Briefing: Plan B Street Maintenance Status Report**

D. Monn, Public Works Director

Ditas Esperanza, Capital Projects Engineer, presented the Street Maintenance Status Report to the Committee.

The Committee received and filed the Street Maintenance Status Report.

**3. Supplemental Sales Tax Revenue and Expenditure Report**

J. Throop, Administrative Services Director

Jim Throop, Administrative Services Director, presented the report to the Committee.

The Committee received and filed the Supplemental Sales Tax Revenue and Expenditure Report.

**COMMUNICATIONS/REPORTS - None**

**UNSCHEDULED MATTERS - None**

**ADJOURNMENT AT 7:13 pm TO:**

- REGULAR SUPPLEMENTAL TAX OVERSIGHT COMMITTEE MEETING AT 6:30PM ON WEDNESDAY OCTOBER 8, 2014 IN THE PASO ROBLES LIBRARY/CITY HALL CONFERENCE CENTER LOCATED AT 1000 SPRING STREET.

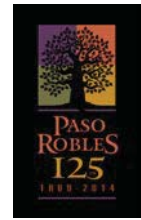
Any writing or document pertaining to an open session item on this agenda which is distributed to a majority of the City Council after the posting of this agenda will be available for public inspection at the time the subject writing or document is distributed. The writing or document will be available for public review in the City Clerk's Office, 1000 Spring Street, Paso Robles, CA, during normal business hours, and may be posted on the City's web site at [www.prcity.com](http://www.prcity.com).

All persons desiring to speak on an agenda item are asked to fill out Speaker Information Cards and place them at the Staff Table prior to public discussion of that item. Each individual speaker will be limited to a presentation total of three (3) minutes per item. AMERICANS WITH DISABILITIES ACT Any individual, who because of a disability needs special assistance to attend or participate in this meeting, may request assistance by contacting the City Clerk's Office (805) 237-3960. Whenever possible, requests should be made four (4) working days in advance of the meeting.



## TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, September 23, 2014  
1:00 – 3:00 P.M.



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

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### CALL TO ORDER 1:01 PM

**PRESENT** **Committee Members:** Victor Popp, Angela McKee, John Arnold, Noreen Martin, Matt Masia and Brittany Tonkin (left at 2:15). **TPRA Staff:** Amanda Diefenderfer. **City Council Liaison:** Steve Martin (arrived at 1:40) **City Staff:** Shonna Howenstine. **Augustine Ideas Staff (On Conference Line):** Lee Goddard and Carolyn Wooddall.

**ABSENT** Margaret Johnson

**PUBLIC COMMENT** None.

### CONSENT CALENDAR

1. **Approve Minutes from August Board Meeting**

Masia moved and Popp seconded a motion to approve; minutes were approved as read.

### DISCUSSION

2. **SLO County TMD – Visit San Luis Obispo County**

a. Council Recommendation

Masia moved and Popp seconded a motion to recommend that City Council adopt a resolution that will allow the TMD to continue moving forward. Motion passed with Masia, Popp, Tonkin and Arnold assenting, McKee dissenting, Martin abstaining.

3. **TPRA Admin & Renewal Items**

a. Board Openings

b. Green Practices

Martin moved and Popp seconded a motion to purchase tablets/iPads for members that don't already have them in order for the TPRA to conduct business using less paper, with a caveat that should the TPRA convert to a 50©6 or other structure, that the iPads would move with them. Motion passed with Masia dissenting.

c. Renewal

i. Consideration of a short renewal

Tonkin moved and Arnold seconded a motion to move the TPRA to a fiscal cycle with the next renewal being short and beginning the next fiscal year on July 1. Motion passed with Masia dissenting.

ii. Timeline and next steps

d. Contract Reviews

A subcommittee comprised of Martin, Popp and Arnold will review each contract to evaluate the performance of AugustineIdeas and Big Red Marketing.

4. **Marketing**

a. Review of Marketing Committee Meeting Minutes

Accepted by consensus.

b. Augustine Ideas Marketing Report

Masia indicated he would like to see how our social media efforts are tracking

c. October Media FAM Tour

8 journalists have been confirmed to attend.

d. Logo – Next steps and timeline

e. Upcoming Marketing Goals

Southern billboard, updating photography

*TPRA Mission: To brand, market and promote the City of Paso Robles as the authentic destination of choice on a regional, national and global level to targeted leisure, family, business and group travelers resulting in more frequent visitation, longer stays and increased revenue.*

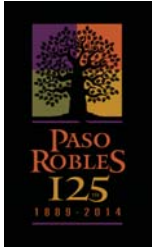
5. **Savor the Central Coast**

- a. Concert Update  
We hope to fill about 1,000 seats for the concert
- b. Central Coast Pavilion Booth  
More prominent placement this year and an updated booth

6. **Finance**

- a. Review of Finance Committee Meeting Minutes  
Accepted by consensus
- b. BID Report
- c. 2014/2015 Budget  
McKee moved and Masia seconded a motion to accept the budget as present, motion passed unanimously.

**ADJOURNMENT** Martin moved and Popp seconded a motion to adjourn at 3PM, motion passed unanimously.



# CITY OF EL PASO DE ROBLES

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## AIRPORT ADVISORY COMMITTEE MINUTES

Thursday, September 25, 2014 - - 7:00 PM  
Airport Terminal Conference Room – 4900 Wing Way

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### 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, John Hamon  
Planning Commission: John Donaldson  
Staff: Doug Monn and Roger Oxborrow

### PUBLIC COMMENT – None

### COMMITTEE BUSINESS

1. **Minutes** – The committee reviewed the minutes of the August 28, 2014, meeting. **A motion** by Mr. Corman, seconded by Mr. Lisa, to approve, passes unanimously.
2. **City Liaison Reports** – Staff reviews recent City Council and Planning Commission actions:
  - (Council) Approve Contract for Taxiway Project (9/16/14).
  - (Council) Approve Engineering Contract Amendment (9/16/14)
  - (Council) Approve State Grant Application (9/16/14)
  - (Council) Authorize AOPA Event Support Resolution (9/16/14)
3. **Sub-committee Reports**
  - **Airport Promotion** (York) – The effort to provide local pilots to speak to interested high school students as part of their career development continues. Mr. Corman reviews a draft City Council Proclamation to designate "Airport Appreciation Day". No action is taken.
  - **Capital Projects Review** (Rose) – Mr. Rose provides a detailed briefing on the background, history, strategies and compliance programs involved with the continued effort to secure grant funding for airport improvement projects. After a review of all that is involved, it is determined that the City is pursuing every avenue possible to obtain grant funding. With this review complete, he makes **a motion** to find close this sub-committee. The motion is seconded Mr. Lisa and passes unanimously.
  - **Business Improvement Plan Review** (Lisa) – This report is deferred to the Discussion item, later on the agenda.

### DISCUSSION ITEMS

4. **Development Status Report** – Staff reports on three items currently in process that are located near the airport: (1.) Hilton Garden Inn at Golden Hill and Highway 46; (2.) Annexation of properties south of Highway 46; and (3.) GPA and Rezone of industrial property south of the main runway. These projects are in various stages of review and progress will be reported at future committee meetings.

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5. **Business Improvement Plan – Annual Review** – The committee considered additional review of the proposed Progress Report on the Business Improvement Plan. It was noted that an additional meeting with staff at the end of August was postponed to mid-October. The results of that meeting will help to finalize the report. **A motion** by Mr. Lisa, seconded by Mr. Corman to continue this item to the October meeting passes unanimously.
6. **Committee Bylaws Review** – Mr. Rose reviews the history of the development of the latest version of the committee bylaws. The intent and direction of the City Council was also discussed. Mr. Lisa, who requested this item on the agenda, was appreciative of the information and clarifications provided. No further action is taken.

**DIRECTOR/MANAGER UPDATE**

- Fuel Facility Construction progress.
- Taxiway Rehabilitation Project progress.
- Applications for new appointments to the committee.

**COMMITTEE MATTERS**

- Mr. Lisa reports on his activity with the Chamber of Commerce Board and the interest which the Chamber continues to have in Airport promotion and development and the Business Improvement Plan.

**ADJOURN** – 7:50 PM, to the regular Committee meeting, October 23, 2014, 7:00 PM, 4900 Wing Way.