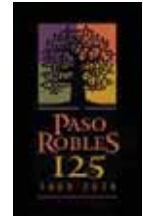




TRAVEL PASO ROBLES ALLIANCE MINUTES

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**

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

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

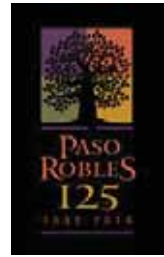
6. **Finance**

- 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.



**TOURISM COLLABORATION
COMMITTEE
&
TRAVEL PASO ROBLES ALLIANCE**



JOINT MEETING AGENDA

**Thursday, October 16, 2014, 2014
2:00PM to 3:00PM**

**MEETING LOCATION: LIBRARY CONFERENCE CENTER, DOWNSTAIRS
1000 SPRING STREET, PASO ROBLES**

PRESENT **TCC Committee Members:** Vivian Robertson, Jennifer Porter, Norma Moye, Sunni Mullinax, Amanda Diefenderfer, Debbie Thomas, Joel Peterson.

TCC Committee Members: Victor Popp, Angela McKee, John Arnold, Noreen Martin, Brittany Tonkin; **TPRA Staff:** Amanda Diefenderfer

City Staff: Shonna Howenstine.

PUBLIC COMMENT None.

PRESENTATION AND DISCUSSION

1. Tourism Logo Presentation

AugustineIdeas and Amanda Diefenderfer presented the logo to both groups for discussion. The TCC noted that the logo looked a bit more whimsical and suggested the removal of the loop on the "O" be removed and for test marketing be done on the logo before presenting it to City Council for their consideration. The TPRA agreed and Amanda Diefenderfer will bring the revised logo and test marketing survey results to the TCC on November 10, 2015.

ADJOURNMENT Meeting adjourned at 3:25.