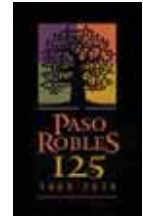




TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, October 28, 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 1:05pm

PRESENT **Committee Members:** Victor Popp, Angela McKee, John Arnold, Margaret Johnson, Matt Masia and Brittany Tonkin. **TPRA Staff:** Amanda Diefenderfer. **City Staff:** Shonna Howenstine. **Augustine Ideas Staff (On Conference Line):** Carolyn Wooddall, Danelle Sherman, Brian Lange.

ABSENT Noreen Martin

GUESTS Sunni Mullinax, Bill Roof

PUBLIC COMMENT Masia moved and McKee seconded a motion to add an item to today's agenda regarding Martin Resorts/Paso Robles Inn and the new TPRA bylaws stipulation of having only one representative from each property on the advisory committee. The motion passed unanimously. McKee moved and Masia seconded a motion to recognize that Margaret Johnson would represent the Paso Robles Inn/Martin Resorts on the TPRA advisory board, motion passed unanimously.

CONSENT CALENDAR

1. Approve Minutes from September Board Meeting

Arnold moved and Tonkin seconded a motion to accept the minutes with a change to item 3B (Green Practices) noting that the iPads should remain property of the TPRA should the committee decide to convert its status from a City Council advisory committee to a 501c6 organization. Motion passed 5-1 with Johnson abstaining.

DISCUSSION

2. TPRA Admin

a. **Green Practices** – Diefenderfer reviewed the use of iPads with the group.

b. Board Openings

- i. Review of Applications Received – Four received for 4 openings.
- ii. Interviews – none needed
- iii. Recommendation to Council

McKee moved and Popp seconded a motion to recommend John Arnold, Brittany Tonkin, Margaret Johnson and Sandra Sage to fill the vacant TPRA seats, motion passed 4-2 with Arnold and Tonkin abstaining.

c. **Renewal** – will review first draft of annual report, budget and marketing plan at 11/11 committee meetings

d. **Storage** – McKee moved and Popp seconded a motion to store wineglasses for Studios on the Park at no charge.

e. Community Partnerships

- i. **Sub-committee** is Sage, Johnson and Tonkin (with Arnold backing her up when necessary)
- ii. **Timeline** was presented on page 19 of the board packet.

3. Marketing

a. Review of Marketing Committee Meeting Minutes

Accepted by consensus

b. Logo

- i. **Review of Update & Focus Group Results** - test marketing to begin immediately through 11/7.
- ii. **Next steps and timeline** – TCC to review test marketing results and take action on logo on 11/10.
- iii. **Logo transition and launch plan** – Masia moved and Popp seconded a motion to recommend the logo to Council on 11/18 pending positive feedback from the

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.

test market survey as determined by the marketing subcommittee. Motion passed unanimously.

c. Other Marketing Efforts

i. **Updated consumer eblast**

ii. **Collection of photo assets**

iii. **South billboard design** – launches in February with new photos and logo

4. 2015 Tour, Travel & Media Shows

The committee decided by consensus to build the proposed shows into the budget.

5. Finance

a. Review of Finance Committee Meeting Minutes

Approved by consensus.

b. BID Report

c. 2014/2015 Budget

Johnson moved and Popp seconded a motion to approved the budget as presented, motion passed unanimously.

ADJOURNMENT Johnson moved and Popp seconded a motion to adjourn at 3:48PM, motion passed unanimously.



MINUTES OF THE PASO ROBLES YOUTH COMMISSION

Wednesday, November 5, 2014, 2:30 p.m.

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

CALL TO ORDER

Meeting called to order at 2:27 p.m. by Chair Gage

ROLL CALL

Members present: Ethan Athey, Jessica Gage, Adam Greenlee, Ryan Greenlee, Stephen Preston
Elisa Santiago, Grant Scheiffele
Members absent: Brian Morales
City staff present: Julie Dahlen, Lynda Holt, Sharon Williams
City Council present: Mayor Duane Picanco, John Hamon
School Board present: Joan Summers

PUBLIC COMMENT – None

CONSENT AGENDA

1. Moved and seconded by Athey/ Preston to approve the Minutes of the October 1, 2014 meeting - motion carried.

BUSINESS ITEMS -Two items were inserted on the agenda (#2 Ice Breaker and #3 Guest Speaker)

2. **Ice Breaker**
M&M Ice Breaker activity- Team Building Activity
3. **Guest Speaker**- (Anne Spohnhauer)
The Career Center at PRHS is funded by the PR Optimist Club; hours are:
 - Tues. 12 – 4:00 p.m.
 - Wed. 2 – 4:00 p.m.
 - Thur. 1 – 4:00 p.m.
 - Center is open to find solutions to college requirements, applications and college essays.
 - Center is available to students and parents
 - College application deadline closes November 30
 - Spohnhauer offered to assist Youth Commissioners in presenting membership information to PRHS students during tutorial period. Suggested members pair up to give presentation, she will help with speech
4. **Advocacy Activities/ Opportunities** (Gage)
Jessica reported on the Oct. 7 council meeting she attended, Cuesta College received a grant and extended their Cuesta Promise.
5. **Salvation Army Bell Ringing 2014 Campaign** (Lynda Holt)
Youth Commissioners can call 227-6808 and leave message with availability on volunteering. Dates of bell ringing will be Nov 22 – Dec 24.

6. **Presidential Youth Council**

- Information flyers were handed out regarding ways to support the Presidential Youth Council
- Council will be comprised of ages 16-24 year olds
- Bipartisan
- Comprised of 24 members from across the nation
- To be voted on December's agenda

CITY COMMUNICATION/REPORTS

Lynda Holt, Recreation Manager

- Working on New Year's Eve event for 125th Celebration.
- Games, activities and light show are planned, volunteers needed.
- Save January 17 date for Martin Luther King Celebration, volunteers needed.
- Taco Bell Track Meet May 2 (30th Anniversary) volunteers needed

Julie Dahlen, LRS Director

- Uptown Family Park will be opening; December 4 ribbon cutting date (4 year project)
- Thanked Duane Picanco as serving community as a Mayor

Mayor Duane Picanco:

- Congratulated John Hamon for successful election.
- Appreciates Youth Commissioners and growth you have achieved

Council John Hamon

- Each councilman gets appointed to different advisory bodies
- Just attended Rotary meeting with joint Bearcats and Greyhounds
- Looking forward to serving the next four year council term

SCHOOL BOARD REPORT

Joan Summers:

- Oct 15- attended Father Boyle movie at PRHS; Boyle spoke at District meeting the following week
- Attended Pep Rally at High School
- Saw Bearkittens on Halloween
- Impressed by clean High School campus
- School board elections took place Nov 4; Swearing in on Dec. 9
- Next school board meeting will address drug addiction reform programs

UNSCHEDULED MATTERS/TEEN ISSUES -

Gage- GEO is taking a trip to Zion the end of school year, selling poinsettias as fundraiser

Go online to: keo.org -for interesting fact on satellite program

ADJOURNMENT

Motion to adjourn meeting at 3:34 p.m. by Santiago/ R. Greenlee- motion passed

Adjourned to the next regular meeting on Wednesday, December 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 DECEMBER 3, 2014 MEETING

Respectfully submitted by Sharon Williams, Administrative Assistant

Youth Commission Minutes of November 5, 2014