



TRAVEL PASO ROBLES ALLIANCE MINUTES



Tuesday, October 27, 2015

1:00 – 3:00 P.M.

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

CALL TO ORDER

ROLL CALL **Committee Members:** Victor Popp, Sandra Sage, John Arnold, Margaret Johnson, Matt Masia, Angela McKee and Brittany Tonkin. **City Staff:** Shonna Howenstine. **TPRA Staff:** Amanda Diefenderfer. **Augustine Ideas Staff:** Carolyn Wooddall and Lee Goddard.

PUBLIC COMMENT

The public may address the Committee on items other than those scheduled on the agenda. PLEASE BEGIN BY STATING YOUR NAME AND ADDRESS. EACH PERSON AND SUBJECT IS LIMITED TO A 3-MINUTE DISCUSSION. Any person or subject requiring more than three minutes may be scheduled for a future Committee meeting or referred to a sub-committee or staff. Those persons wishing to speak on any item scheduled on the agenda will be given an opportunity to do so at the time that item is being considered.

CONSENT CALENDAR

1. **Approve September Board Minutes** - (Committee Action Required)

UPDATES & DISCUSSIONS

1. **Community Relations**
 - a. Hospice du Rhône Partnership – Faith Wells - (Committee Action Requested)
 - b. Community Partnership Application
 - i. Appoint Sub-Committee
 - ii. Award at Annual Mixer Event with partnering organizations
 - c. Chamber of Commerce Annual Partnership – John Arnold
 - d. Visit San Luis Obispo County Regular Update – John Arnold
 - e. Vacation Rental Public Workshop – Shonna Howenstine
2. **Marketing**
 - a. Review of Marketing Committee Meeting Minutes - (Committee Acceptance Required)
 - b. Monthly Marketing Report – AugustineIdeas
 - c. Fall FAM Tour Update – AugustineIdeas
 - d. Website Wireframe - AugustineIdeas - (Committee Action Required)
 - e. 2016 Hotel Month – AugustineIdeas
3. **Tour & Travel**
 - a. SAVOR the Central Coast – Recap of Paso Robles Events
 - b. Current schedule
 - c. Additional consumer show?
4. **Finance**
 - a. Review of Finance Committee Meeting Minutes - (Committee Acceptance Required)
 - b. BID Report
 - c. 2015-2016 Budget - (Committee Action Required)

ADJOURNMENT –

Upcoming Meetings:

- Marketing Committee Meeting – Tuesday, November 10, 2015 at 1 p.m. at TBD Location
- Finance Committee Meeting – Tuesday, November 17, 2015 at 12 p.m. at TBD Location
- TPRA Board Meeting – Tuesday, November 24, 2015 at 1 p.m. at City Hall Large Conference Room



TRAVEL PASO ROBLES ALLIANCE FINANCE COMMITTEE MINUTES

Tuesday, November 17, 2015
12 – 1 p.m.

MEETING LOCATION: CHAMBER of COMMERCE CONFERENCE ROOM
1225 Park Street, Paso Robles

CALL TO ORDER – 12:10 p.m.

ROLL CALL **Committee Members:** Margaret Johnson (absent), Angela McKee & Victor Popp. **TPRA Staff:** Amanda Diefenderfer.

DISCUSSION – All invoices noted below were reviewed and approved

1. **Big Red Marketing Invoices**
 - a. October – Mileage & Expenses

2. **Augustineldeas Invoices**
 - a. Monthly Invoices – November Retainers
 - b. Other expenses for approval
 - c. Review of invoices previously held now ready for approval

3. **Invoices approved by the Destination Manager**
 - a. Paso Robles Inn – Wine Bloggers Conference
 - b. Hospice du Rhone
 - c. Great Western Bicycle Rally
 - d. CCTC – Food sponsor at reception
 - e. Journalist mileage from Fall FAM

4. **Credits**
 - a. Review credits issued by Augustineldeas

ADJOURNMENT – 1:12 p.m.

Upcoming Meetings:

TPRA Board Meeting – Tuesday, November 24, 2015 at 1 p.m. at City Hall Upstairs Large Conference Room



TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE MINUTES

Friday, November 20, 2015
1:00 – 2:30 P.M.

**MEETING LOCATION: CHAMBER of COMMERCE CONFERENCE ROOM
1225 Park Street, Paso Robles, CA**

CALL TO ORDER – 1:09 p.m.

ROLL CALL **Committee Members:** Matt Masia (absent), Sandra Sage & Brittany Tonkin. **TPRA Staff:** Amanda Diefenderfer. **Augustine Ideas Staff on Conference:** Carolyn Wooddall

DISCUSSION

1. Augustine Ideas Marketing Updates

- a. Website Wire Frame – Augustineldeas presented the initial design concepts for the website. Particularly, they visually demonstrated the collapsible navigation menu, the addition of a call-out button in each of the navigation menu drop downs, the use of sliders on the primary and secondary pages to help draw attention to the visual beauty of the area. In reviewing the sliders, it was discussed that the lodging page slider should be utilized to equally show photos from all properties that have assets large enough to fit the use. Overall the committee thought the design looked good and recommended taking it to the Board for final approval. They did recommend that the same navigation callout buttons demonstrated in the desktop style images be integrated into the mobile version navigation.
- b. Paso Mavericks Campaign – Augustineldeas presented on the first two mavericks they plan to begin with, Matt Brynildson of Firestone Walker Brewing and John & Ron Daniels of Daniels Wood Land. The committee agreed with this direction.
- c. Digital Ads – Augustineldeas showed samples of the currently digital ad creative. From now through January this creative will run to promote hotel month.

2. Other Marketing Updates

- a. POVs
 - i. Co-Op Advertising Opportunities – Augustineldeas will continue to look into this opportunity. It was noted that because the options offered are all print they have concern about the ability to demonstrate ROI for the advertising dollar investment.
 - ii. Travel Guide to California – The committee agreed with Augustineldeas recommendation not to pursue this opportunity. It was specifically noted that the target audience of this publication is too broad.
 - iii. Meetings Focus Magazine – The committee agree with Augustineldeas recommendation not to pursue this opportunity. It was recommended to continue consideration of publications that reach this unique meeting planner niche audience.
- b. PasoRoblesWineries.net – the committee discussed the challenges faced with a for profit business that provides a service competitive to the non-profit partner organization, PRWCA's, offerings. They recommended learning more about the services offered from PasoRoblesWineries.net.
- c. Wine Enthusiast Magazine – Opportunities with Wine Enthusiast magazine were discussed including the sweepstakes program, print advertising and digital advertising. The committee recommended asking Augustineldeas to provide a POV on the digital opportunities. The sweepstakes and print seemed too high for involvement during this fiscal year.

ADJOURNMENT – 2:07 p.m.



CALL TO ORDER

Meeting called to order at 2:31 p.m. by Chair Ethan Athey

ROLL CALL

Members present: Ethan Athey, Sophia Baer, Daniel Callahan, Brian Morales, Cassidy Moses, Stephen Preston, Manuel Rendon
Absent: Sofia Moses
City staff present: Lynda Holt, Sharon Williams
Absent: Julie Dahlen
City Council present: Steve Gregory
Absent: John Hamon
School Board present: Joan Summers
Guest: Superintendent Chris Williams
Chef Gregg Wangard

PUBLIC COMMENT – Superintendent Williams introduced Gregg Wangard, #1 Chef for Paso Robles. Chef Gregg is here to get member feedback due to last month’s comments on school lunches

CONSENT AGENDA

1. Moved and seconded by Morales/ Rendon to approve the Minutes of the October 7, 2015 meeting - motion carried.

BUSINESS ITEMS -

- 2a. **Guest Speaker:** *Chef Gregg Wangard, PR Food Service Director*
 - Spoke on concerns of changes and offerings
 - Pre-packed foods, Processed foods, and calorie, salt and trans fat specifications
 - Requested input from members on what needs to be changed
 - Feels all students should be treated equally regardless of financial status
 - Challenged group to sample each eating area and report back to him
 - Long lines, food allergens, sandwiches added to Hula Hut and additional tables were discussed
 - Thanked everyone for their feedback, and said it is always welcomed
- 2b. **TEAM BUILDING / GOAL SETTING ACTIVITY** (Holt)
“Salt and Pepper” -Find word pairs that go together by asking yes or no questions
3. **Youth Commission Group Photo** (Holt)
4. **Advocacy Activities/Opportunities** (Holt)
Lynda Holt presented Manny and Brian with a Starbucks card for being the first commissioners to attend a city council meeting this term.
5. **Attendance at City Council meetings** (Holt)

Councilman Gregory and Joan Summers made comment on the Brown Act

CITY COMMUNICATION/REPORTS

Lynda Holt, Recreation Services Manager:

- Spring Activity Guide is currently in production - the opening of Centennial Pool will be featured
- Everyone in the Pool fundraiser- April 30
- Heather Stephenson is the new Marketing Coordinator for Recreation
- BookPlates 4th annual event for Library- November 14

Councilman Steve Gregory:

- Thanked Manny and Brian for attending the city council meeting
- Complimented commissioners for feedback with Chef
- Water rates will increase

SCHOOL BOARD REPORT

Joan Summers:

- Appreciates concerns and suggestions- please keep dialog open
- \$4.5M allocation to Culinary Arts, Adult Learning Center, Technology maintenance upkeep
- Turf replacement at four different fields
- Re-do track
- Alice in Wonderland play at High School

UNSCHEDULED MATTERS/TEEN ISSUES – none

ADJOURNMENT

Motion to adjourn meeting at 3:53 p.m. by Chair Athey

Adjourned to the next regular meeting on Wednesday, December 2, 2015; 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 2, 2015 MEETING**

Respectfully submitted by Sharon Williams, Administrative Assistant