



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

AIRPORT ADVISORY COMMITTEE MINUTES

Thursday, December 10, 2015 - - 7:00 PM
Airport Terminal Conference Room – 4900 Wing Way

CALL TO ORDER - 7:00 PM by Vice-Chairman Phil Corman

Roll Call:

Committee members:	Butts, Corman, Finn, Fretwell and Surber
Alternate:	Frank Shaw
City Council:	Steve Gregory and John Hamon
Planning Commission:	Darrel Cooper
Staff:	Dick McKinley and Roger Oxborrow

PUBLIC COMMENT None.

COMMITTEE BUSINESS

1. **Election of Officers** – Mr. Corman opened the floor for nominations for Chairman. **A motion** by Mr. Surber, seconded by Mr. Finn to nominate Mr. Corman as Chairman for the coming year passes unanimously. Nominations were then opened for Vice-Chairman. **A motion** by Mr. Corman, seconded by Mr. Finn, to nominate Mr. Surber as Vice-Chairman passes unanimously.

CONSENT

2. **Minutes** – The committee reviewed the minutes of the October 22, 2015, meeting.
A motion by Mr. Finn, seconded by Mr. Surber, to approve as presented, passes unanimously.

OLD/RECURRING BUSINESS

3. **City Liaison Reports** – Staff reviews recent City Council actions with relevance to the Airport:

- (12/1) Approves the recommendation to select the Airport Contract Engineer.
- (12/3) Individually met with the Lease Study consultant to receive the Lease Policy and Rate Analysis

4. **Sub-Committee Reports**

- **Airport Lease Study (Corman/Surber)** – With only a short time since the report was delivered, Mr. Surber presents a preliminary review of the Lease Study process and the events leading up to the presentation of the finished product. He identifies a number of discrepancies that the subcommittee perceives in the report and areas where expectations may not have been met. Considerable discussion by the committee and members of the public expressed similar concerns with what is perceived as a less than adequate or acceptable work product. The subcommittee will continue its review over the next month with a full discussion and recommended changes coming forward at the January meeting. The full AAC would then have the opportunity to act on those recommendations which could then be forwarded to the City Council for review and action. No other action is taken.

Airport Advisory Committee
December 10, 2015, Meeting Minutes
Page 2.

5. **Airport Annual Report** – Staff presents an annual report on the status of the airport. The committee discusses the various aspects of the report and requests additional information:
- More financial detail, including a full Profit/Loss statement for the airport from the last full fiscal year. The AAC was notified that all of the information requested is published each year in the Comprehensive Annual Financial Report (CAFR).
 - An updated list of proposed Capital Improvements for the next 10 years.
 - Whether the City pays itself rent for the wells on Airport property which is owned by the City.
 - A summary of all noise complaints received by the airport.

No action is taken by the committee.

6. **Airport Regulations** – In response to the committee's intent to review Airport Rules & Regulations, Staff provides a brief discussion and outline of possible methods for the committee to effectively review the Airport Rules & Regulations document. The committee discusses possible approaches to the task. **A motion** by Mr. Fretwell, seconded by Mr. Butts, to ask each member, by January 15, to provide written comment to the Chair (1.) expressing an opinion on expectations as to the philosophy and/or intent of the regulations document and (2.) specifically reviewing Section 7, and any other section pertinent to aircraft hangars passes unanimously. No other action is taken.

7. **Drone Operations** – Mr. Corman opens a discussion on the national trend towards drone aircraft – specifically the smaller, toy versions that are currently projected to sell in abundance during this Christmas season. He identifies current regulations regarding their operation in the vicinity of airports and the potential threats they could impose. In an effort to promote safety and reduce the risk of drones interfering or compromising aircraft operation, he questions first, whether this is a recognizable risk, and second, what action should be taken by the airport.

The general consensus by the committee and staff alike is that this is an issue and may present a risk to aircraft. Various remedies and possible courses of action are discussed. It is determined that the most logical and viable approach is public education. Over the next month, staff will develop a more defined plan of action and report back at the next meeting. No other action is taken.

8. **Airport Business Improvement Plan** – Mr. Corman addresses one of the near-term objectives of the Airport Business Improvement Plan as that of identifying a suitable Succession Plan for the airport. He reports on research that has been done by the BST in an effort to determine the most efficient and beneficial management model to follow. After reviewing alternatives, Mr. Corman and Mr. Surber state that the best method of management is a Board of Directors. Mr. Corman and Mr. Surber dismiss the other options. A possible scenario where a board is appointed by the City Council and then empowered with all aspects of policy and decision making for the airport is discussed. Various questions regarding make-up, procedure, operation and liabilities are raised. Mr. Finn recommends considering other options, such as a CSD. Mr. Butts asks for more research since only a small number of airports were included in the research. Mr. Fretwell asks that a matrix be prepared by the BST that identifies all of the Succession Plan options and listing the pros and cons of each. Since this is only a preliminary discussion, it is determined that the further review of the concept at the next meeting will include a more detailed list of the many pros and cons of such a proposal. No other action is taken.

DIRECTOR/MANAGER UPDATE

Staff reports on the recent annual airport compliance inspection, which was conducted by the CALTRANS Division of Aeronautics. There were no discrepancies or correction items reported. The airport continues to be operated in accordance with applicable maintenance and operations guidelines and standards.

ADJOURN – 9:10 PM, to: Next regular committee meeting:
Thursday, January 28, 2016, 7:00 PM, Airport Terminal, 4900 Wing Way..



MINUTES OF THE PASO ROBLES YOUTH COMMISSION

Wednesday, January 6, 2016, 2:30 p.m.

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

CALL TO ORDER

Meeting called to order at 2:30 p.m. by Chair Ethan Athey

ROLL CALL

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

PUBLIC COMMENT –

CONSENT AGENDA

1. Moved and seconded by Preston/ Callahan to approve the Minutes of the December 2, 2015 meeting - motion carried.

BUSINESS ITEMS -

2. **Ice Breaker** (*Julie Dahlen*)
 - New Year's Resolutions and goals were discussed
3. **Advocacy Activities/Opportunities** (*Julie Dahlen*)
 - Dahlen thanked all that volunteered for Salvation Army bell ringing during the holidays. The City Council sign-up sheet was passed around. Preston volunteered to help keep the High School information board current.

CITY COMMUNICATION/REPORTS

LRS Director Julie Dahlen:

- The new City Manager officially begins on January 19.

Councilman Steve Gregory:

City Council update:

- Approved draft of zoning code to prohibit the cultivation of medical marijuana within the city limits.
- Pool budget – received one complete bid to look at; bid was double original price.
- MLK Choir will sing during the invocation at next City Council meeting.
- Water bill rates will be discussed at next City Council meeting.

SCHOOL BOARD REPORT

Joan Summers:

- Attended Paso Robles School Board conference last month.
- Attended Realtors Back-to-School event.
- Gearing for Skills USA.
- This Saturday, the School Board will meet for bonds and facility update.

Dave Lambert:

- Seeking volunteer judges for Skills USA competition on February 6; interested parties may contact Denise Conte, John Rucker, or Randy Canaday at Paso Robles High School.

UNSCHEDULED MATTERS/TEEN ISSUES –

- Water bottle refilling stations were approved at the High School.
- Culinary Arts Academy Chef, Gregg Wangard, will provide a follow-up report regarding school lunch issues at the March meeting of the Paso Robles Youth Commission.

ADJOURNMENT

Callahan moved to adjourn meeting at 3:02 p.m. Morales seconded- motion carried

Adjourned to the next regular meeting on Wednesday, February 3, 2016; 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 FEBRUARY 3, 2016 MEETING**

Respectfully submitted by Sharon Williams, Administrative Assistant



TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, November 24, 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 – 1:06 p.m.

ROLL CALL **Committee Members:** Victor Popp (arrived late at 1:13 p.m.), Sandra Sage, John Arnold, Margaret Johnson (left early at 2:47 p.m.), Matt Masia, Angela McKee and Brittany Tonkin. **City Staff:** Catherine Piatti. **TPRA Staff:** Amanda Diefenderfer and Lauren Tognazzini. **Augustine Ideas Staff:** Lee Goddard (in person), Nick Barry, Carolyn Wooddall, Brian Lange and Daniele Lees (on conference call).

GUESTS – Jesse Garza (Paso Oaks Hotel)

PUBLIC COMMENT – Board members and guests introduced themselves.

CONSENT CALENDAR

1. **Approve October Board Minutes** – Board reviewed the October Board Meeting Minutes and approved them as included in the packet

Motion: Margaret Johnson moved to approve the minutes as included in the board packet.

Second: Brittany Tonkin.

Vote: Unanimous in support of the motion.

UPDATES & DISCUSSIONS

1. TPRA Admin

- a. December Meeting – Determining Schedule

Motion: Sandra Sage moved to not have a meeting in December 2015 and to have the one meeting in January on the 26th.

Second: Margaret Johnson.

Vote: Unanimous in support of the motion.

- b. Contractor Updates – The updates were presented by Amanda Diefenderfer. Big Red Marketing reviewed that in past years the contractor review has taken place around the end of the year. This year, in line with the adjustment to the new fiscal year timing, the recommendation is to wait until March/April timing for the review so it better aligns with the renewal process. The board expressed comfort in waiting until March and April timing.

2. Community Relations

- a. Community Partnership Application – Updates were presented by Lauren Tognazzini. The deadline was last Wednesday, November 18.

- i. Review list of applicants – We have received 12 applications to date and anticipate receiving the final application from WiVi within the week.

1. Matt asked about the PCCHA Horse Show and how the loss of the October event will affect the level of support committed. Amanda noted that the initial communication about the change to their presence in Paso Robles did make note that the expected support would change but that to date that change has not yet been identified. A placeholder amount for this support will be considered as the committee looks at allocating the budget for community partnerships.

- ii. Award at Annual Mixer Event with partnering organizations – To announce this year's community partnerships and to gather the leaders of the TPRA, PRWCA and Chamber of Commerce a new Annual Mixer event will be created in January. The Marriott expressed interest in hosting and the board felt comfortable with the first event being at their location. The board also selected the date of Tuesday, January 26 at 5 p.m. The board meeting on this date will be pushed back to 2 p.m. so it ends closer to the start of the mixer event.

- iii. Setting Committee Meeting Date – The community partnership committee selected Tuesday, 12/15 at 10 a.m. The meeting will be held at the Hampton.

- b. Paso Robles Wine Country Alliance Hotel Membership Update – presented by Amanda Diefenderfer



- i. Amanda noted that all hotel membership have been renewed with the PRWCA in line with the newly expanded partnership between organizations. In confirming the membership benefits it was uncovered that initially only the hotels that completed the membership form were included on the PRWCA promotion resources. Moving forward, we will complete the minimal registration information utilizing the information in the Discovery Guide. A proof of that included information will be sent to the properties.
- c. Visit San Luis Obispo County Regular Update – John Arnold – Meeting last week was held at the Allegretto. They will be creating a new website utilizing SimpleView. This will be a 6 month project. They discussed a booking agent. The recommendation was to utilize Booking.com but the board chose not to use a booking agent at this time. JackRabbit the past booking resource was costing about \$40K per year. Sandra recommended not utilizing booking.com because she didn't feel it aligned with the goals of promoting the hotels with the challenge that it forces the hotels to become the OTA's client. The largest challenge is that at this time there isn't a booking agent that will fulfill the needs of the range of lodging partners within the county. There has been some challenges with Catalyst delivering on some deadlines and action items. Savor made \$12,000. Attendance was down 25% for the main event. Vina Robles had above 1200 – 1300 people. There was discussion about utilizing FastForward moving forward and how the transition of ownership will continue towards FastForward. There was discussion if their possible involvement with the new Sunset Celebration event is a conflict of interest for them to work with. We will ask for the Savor recap packet to distribute and will have them present in January.

3. Marketing

- a. Review of Marketing Committee Meeting Minutes - Due to the moved date of the meeting to this past Friday after the board packets were sent out they are included as a handout today. Committee reviewed – Accepted by the committee
- b. Monthly Marketing Report – Augustineldeas –
 - i. Digital Advertising – presented by Brian Lange: Since launching the Digitlant campaign we continue to see traffic growth in paid efforts to the website. Seeing growth in traffic will naturally show decreases in engagement figures as these items are inversely related. They showed examples of the digital display campaign designs. The numbers are showing that the decision to switch from Quantcast to Digilent was the correct timing and a decision that is increasing the overall site traffic.
 - ii. Social Media – presented by Lee Goddard: They are still working to provide industry benchmark analytics to help gauge the impact of the success and opportunities. Instagram is an area that they recommend adding emphasis towards.
 - iii. Public Relations – presented by Danielle Lees: She presented on the recent blog activity and topics. She also reviewed recent media hits and the buzz about the area that resulted directly from the recent media FAM.
 - iv. Media Reception Recommendations – presented by Danielle Lees: She reviewed the options including Visit CA SF & LA media receptions, Visit CA's Texas Media Boot Camp, IPW, NATJA (in Oxnard). The board confirmed support to attend all recommended media shows except IPW. Participation in IPW will be considered closer to the event as we better understand the representation Travel Paso and Augustine Ideas will have there.
 - v. Consumer Tradeshow Recommendations – presented by Lee Goddard. They are recommended the Travel & Adventure Show as the additional consumer event. They recommend either LA or SF locations and are leaning towards SF. They also presented the opportunity to join the Paso Wine Road Show or to take Travel Paso on the road in a unique creative way. For now they chose to hold off on the Travel & Adventure Shows. The board recommended learning more about the PRWCA road show to Oakland. Need final dates and if the table cost can be included in partnership.
- c. Website Wireframe – Presented by Nick Barry – Nick demonstrated the visual functionality of the navigation and the home page. He then demonstrated the look of the lodging listing page. He also showed the visual of the individual business page. Also demonstrated the look and functionality of the mobile version.

Motion: Victor Popp motioned to approve the wireframe as presented.
Second: Sandra Sage.
Vote: Unanimously approved.
- d. Paso Mavericks Campaign Update – presented by Carolyn Wooddall – the first two mavericks to be featured will be by Matt Brynildson of Firestone Walker Brewery and John & Ron Daniels of Daniels Wood Land. The plan is to schedule this initial collection of assets in early January.



4. Finance

- a. Update of Recording Changes for BID Income & Expenses – Amanda Diefenderfer & Catherine Piatti
- b. Review of Finance Committee Meeting Minutes – Angela generally accepted the minutes
- c. BID Report
- d. 2015-2016 Budget Tracking- (Committee Action Required)
Motion: Brittany Tonkin approved the budget as presented
Second: Victor Popp
Vote: Unanimous

ADJOURNMENT – Angela, Sandra – 3:12 p.m.

Upcoming Meetings:

Marketing Committee Meeting – Tuesday, December 8, 2015 at 1 p.m. at TBD Location
Finance Committee Meeting – Tuesday, December 15, 2015 at 12 p.m. at TBD Location
TPRA Board Meeting – TBD



TRAVEL PASO ROBLES ALLIANCE FINANCE COMMITTEE NOTES

Tuesday, December 15, 2015
12 – 1 p.m.

MEETING LOCATION: PASO ROBLES INN
1103 Spring Street, Paso Robles

CALL TO ORDER – 12:05 p.m.

ROLL CALL **Committee Members:** Margaret Johnson, Angela McKee & Victor Popp. **TPRA Staff:** Amanda Diefenderfer & Lauren Tognazzini.

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.

DISCUSSION

- 1. Big Red Marketing Invoices**
 - a. November – Mileage & Expenses – Reviewed and approved.
- 2. Augustineldeas Invoices**
 - a. Monthly Invoices – November Retainers – Reviewed and approved.
 - b. Other expenses for approval – Reviewed and approved.
- 3. Invoices approved by the Destination Manager**
 - a. Augustineldeas – Sunset ad buy – Shared with committee.

ADJOURNMENT – 12:45 p.m.



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2. **Augustineldeas Invoices**
 - a. Monthly Invoices – November Retainers – Reviewed and approved.
 - b. Other expenses for approval – Reviewed and approved.
3. **Invoices approved by the Destination Manager**
 - a. Augustineldeas – Sunset ad buy – Shared with committee.

ADJOURNMENT – 12:45 p.m.



TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE MINUTES

Thursday, December 17, 2015

1:00 – 2:30 P.M.

MEETING LOCATION: HAMPTON INN & SUITES
212 Alexa Court, Paso Robles, CA

CALL TO ORDER – 1:10 p.m.

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

DISCUSSION

1. Augustine Ideas Marketing Updates

- a. POVs
 - i. Edible Magazine- Reviewed the options for advertising. The publication is designed in regional versions, which would allow targeting those in the Bay area and would be a good fit for target audience. However, Augustineldeas is recommending to not move forward because tracking is limited with print and the distribution size is small. They are pursuing an advertorial or social media opportunity. Committee accepted recommendation.
 - ii. United Airlines Hemisphere Magazine- Good opportunity but find that it is cost prohibitive at \$17,500. Augustineldeas recommends not pursuing due to cost and lack of focus in target market. The committee agreed with the recommendation and made note that it may be something they would be interested in the cost was reduced and it were offered through Visit SLO County programming as a co-op.
- b. Website Update- With approval at last board meeting they have been working on building out the design. Augustineldeas is proposing a revised timeline to allow more extensive testing prior to launch so as to minimize and hopefully eliminate technical glitches arising after the launch. Goal is to share the webpage link by end of February and to launch changes by the end of March. This is about 3 months behind the original timeline.

2. Other Marketing Updates

- a. PasoRoblesWineries.net – Presentation by Lauren Lekai – Lauren presented the various functionality and tools available through PasoRoblesWineries.net. The committee was particularly interested in the mapping solution and the opportunity to feature hotel properties with the digital tours. Lauren was asked to develop a proposal for how the programs could be adapted to meet the need of Travel Paso and provide equal benefit to all properties.
- b. Tour & Travel
 - i. NTA – January 31 – February 4, Atlanta
 1. Representation – Through discussion it was determined that Amanda will represent Travel Paso at this show.
 - ii. Visit CA Outlook Forum – February 22 – 24, San Francisco
 1. Attendance – The committee approved attendance at this forum.
 2. Board Meeting Conflict – To be discussed at January board meeting.

ADJOURNMENT – 2:25 p.m.



TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE MINUTES

Tuesday, January 12, 2016

1:00 – 2:30 P.M.

**MEETING LOCATION: MARRIOTT CONFERENCE ROOM
1225 Park Street, Paso Robles, CA**

CALL TO ORDER - 1:10 p.m.

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

DISCUSSION

1. Augustine Ideas Marketing Updates

- a. POVs
 - i. Sunset Magazine Awards - Annual Travel award issue gives destinations the opportunity to pay to play for submissions to be considered. The first submission is \$400 and each subsequent submission is \$75. There are 14 categories that you can apply for consideration. If selected as a finalist or winner you get coverage in print and online outlets of Sunset. Augustineldeas is recommending this opportunity because of the distribution and social reach. There are five in particular that seem to be a fit for the destination: Best food town, best wine country town, best distillery or micro-brew. Committee approved the top three recommendations and is comfortable with spending up to \$700 to consider up to 5 categories.
 - ii. Wine Enthusiast - In conjunction with recent announcement of Paso Robles as top 10 travel destination they have been looking at Wine Enthusiast opportunities to see if it is possible to build upon this energy. Note of concern is that this publication is national and international and may reach too much outside of our target markets. Cost for opportunities range from \$4,700 - \$11,765. Details on these three opportunities are in the presentation. The committee agreed with the recommendation not to move forward with the opportunity.
- b. Hospice du Rhone ad - Committee reviewed the ad that Augustineldeas designed and will be submitting as a part of TPRA sponsor benefits
- c. Hotel month check-in – Committee members agreed that activity has been down. It was noted that there has been a lot of changes in the program offerings. Consumer feedback has been missing the 3rd night free rather than the % discount off. Promotion and marketing efforts were started earlier. Almost all Marriott reservations came in the same day of the stay. None of them have been from local. After completion it will be interesting to see if hotels that marketed the package saw better results. This year has been going better than last year but overall would like to see the program more successful.
- d. Paso Maverick update - Augustineldeas is having trouble connecting with the first two selected mavericks. They are investigating utilizing other mavericks. Recommended working more aggressively by talking to more contacts in order to confirm filming to happen ASAP.
- e. 2016 FAM Schedule – The committee felt that the spring FAM opportunity to work with the NATJA conference offered good opportunity to promote Paso Robles to potentially new journalists. Considering the two weekend options, the committee recommended pursuing the weekend prior to the conference as it will be easier to find accommodation partners and they felt there would be value to journalists experiencing the destination and then being able to talk about it with other journalists at the conference. Proposed fall dates to be considered at the January Board Meeting.
 - i. Spring NATJA FAM – April 8 – 9
 - ii. Fall FAM – September 21 - 23

2. Other Marketing Updates

- a. Community Partnership Benefits
 - i. Eroica - Reviewed the rider numbers that will include the Travel Paso logo as a part of the sponsorship level that was committed to. The committee agreed this was a good exposure placement.



- b. CCTC Exposure Tour Opportunity – The committee approved supporting developing a tour experience focused on Paso Robles that will be made available to attendees of the CCTC retreat.
- c. PasoRoblesWineries.net – Update – Currently we are still waiting on the proposal of services to provide information for consideration. This is behind the originally planned timeline and may result in the consideration process taking place later than the originally planned February marketing committee meeting.

ADJOURNMENT – 2:25 p.m.



TRAVEL PASO ROBLES ALLIANCE FINANCE COMMITTEE NOTES

Tuesday, January 19, 2016
12 – 1 p.m.

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

CALL TO ORDER – 12:09 p.m.

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

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DISCUSSION

1. **Big Red Marketing Invoices**
 - a. December – Mileage & Expenses – Reviewed and approved.
2. **Augustineldeas Invoices**
 - a. Monthly Invoices – January Retainers – Reviewed and approved.
 - b. Other expenses for approval:
 - i. Advertising Expenses – Reviewed and approved.
3. **Invoices approved by the Destination Manager**
 - a. Augustineldeas – Website Security Updates – Shared with committee.
4. **Invoices Held**
 - a. Augustineldeas – FAM Tour Hard Costs – Waiting for summary documentation.

ADJOURNMENT – 12:57 p.m.