



MINUTES OF THE PASO ROBLES YOUTH COMMISSION

Wednesday, February 3, 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, Daniel Callahan, Brian Morales, Sofia Moses Cassidy Moses, Stephen Preston, Manuel Rendon

Absent: Sophia Baer

City staff present: Julie Dahlen, Lynda Holt, Sharon Williams

City Council present: Steve Gregory, John Hamon

School Board present: Joan Summers, Dave Lambert

Guest: Frank Mecham, Samuel Collins

PUBLIC COMMENT –

CONSENT AGENDA

1. Moved and seconded by Preston/ Morales to approve the Minutes of the January 6, 2016 meeting - motion carried.

BUSINESS ITEMS -

2. **Ice Breaker** (*Lynda Holt*)

- Straw Tower- Two teams were formed with the task of building the tallest tower out of straws

Guest Speaker (*Frank Mecham, 1st District County Supervisor*)

- Shared the history of the Youth Commission, initiated by Mecham in 1999.

4. **Advocacy Activities/Opportunities** (*Lynda Holt*)

- Commissioners, Preston and Athey distributed over 50 Youth Commission advisory applications at the recent PRHS Expo and updated the Youth Commission bulletin board.
- Commissioners C. Moses and Callahan represented Youth Commission at the past City Council meeting, reporting on water bottle stations at PRHS.
- Preston is near completion with his Eagle Scout project at the Senior Center; he will be replacing plants with drought friendly and also expanding the walkway with decomposed granite.
- Save the date of March 5 for SLOCAPRA workshop. This great opportunity will focus on connecting youth to parks and recreation. Workshop will be held at the Dairy Creek Golf Course in SLO.

CITY COMMUNICATION/REPORTS

Lynda Holt, Recreation Manager:

- Planning recruitment for Recreation Staff II position.
- Opening recruitment for Lifeguard, WSI, and Pool Manager.
- Kennedy Club Fitness and Swim and Tennis Club are offering certification classes.

Paso Robles Youth Commission Advisory Committee Minutes of February 3, 2016

- Planning stages for Taco Bell Track meet; Aquatics; ARTSFEST; and Concerts in the Park

LRS Director Julie Dahlen:

- Thanked Commissioners for attending recent City Council meeting.
- Reported on Ground breaking at City Park, pool renovation, new City Manager, and City Librarian recruitment.

Councilman Steve Gregory:

- Thanked Supervisor Mecham for his \$2,250 donation to the pool fundraiser.
- Provided a summary of the January 19 City Council meeting: MLK Choir sang during invocation; High School recognized for accomplishments of Randy Nelson and Track team.
- Reported on grants for lighted crosswalks at Pine and 13th St., Council’s resolve to work on homelessness crisis and the potential for skydiving to return to the Paso Robles Airport.

Councilman John Hamon:

- Encouraged continued attendance at City Council meetings.
- Provided an update on street maintenance projects.
- Reported on SLO County’s declaration of a Homelessness Crisis.
- Suggested asking City Manager to attend a Youth Commission meeting.
- Volunteered to judge at Skills USA this weekend.

SCHOOL BOARD REPORT

Joan Summers:

- Viewed student art at Studios in the Park.
- Attended Bond Facility Workshop- designs for each site will be presented at each board meeting
- Attended Kayla Peach town meeting.
- Reported on increased dual enrollment and online education opportunities at PRHS and Cuesta College.

Dave Lambert:

- Complimented the City’s recent MLK Celebration and student participation.
- Expressed appreciation for Youth Commission meetings and the opportunity to increase communication.

UNSCHEDULED MATTERS/TEEN ISSUES –

- Concerns with cleanliness of awning in the lunch area at PRHS - bird nest droppings probably a health issue. C. Moses will bring up at the next Superintendent’s meeting.
- Lynda reminded everyone to bring a friend to YC meetings. Recruitment applications due on April 8
- Frank Mecham mentioned the League of Calif. Cities is a great opportunity for commissioners.

ADJOURNMENT

Preston moved to adjourn meeting at 3:40 p.m. Callahan seconded- motion carried

Adjourned to the next regular meeting on Wednesday, March 2, 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 MARCH 2, 2016 MEETING

Respectfully submitted by Sharon Williams, Administrative Assistant



TRAVEL PASO ROBLES ALLIANCE Minutes



Tuesday, January 26, 2016
2:00 – 4:00 P.M.

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

CALL TO ORDER 2:00PM

PRESENT **Committee Members:** Victor Popp, Sandra Sage, John Arnold, Margaret Johnson (arrived at 2:30), Matt Masia, Angela McKee (left at 3:45) and Brittany Tonkin (arrived at 2:30, left at 4:15). **City Staff:** Shonna Howenstine, Jim Throop. **TPRA Staff:** Amanda Diefenderfer, Lauren Tognazzini. **Augustine Ideas Staff:** Carolyn Wooddall.

ABSENT None.

GUESTS Lauren Lekai, Dale Gustin, Steve Martin

PUBLIC COMMENT Dale Gustin reported on the water district expiring on January 28th. Lauren Lekai stated that she offers a digital visitors tool for smart phones that acts as a concierge-type service. Dale Gustin, during item 2c and just prior to departing the meeting, mentioned that he was on the committee for the first Wine Festival working to promote tourism.

CONSENT CALENDAR

1. **Approve November Board Minutes – Arnold** moved and McKee seconded a motion to approve minutes, motion passed unanimously.

UPDATES & DISCUSSIONS

1. Community Relations & Events

- a. **PCCHA Presentation** About Updated Paso Robles Presence – Phil Benadum will present next month.
- b. **Visit San Luis Obispo County** Regular Update – John Arnold reported that VSLOC is putting together a tourism survey and would like the TPRA to participate. Johnson moved and McKee seconded a motion to participate in the survey with support up to \$2,500, motion passed unanimously.
- c. **Community Partnership Application**
 - i. Review recommendations from committee – Sage moved and Tonkin seconded a motion to accept the committee's recommendations in their entirety, motion passed 6-1 with Masia dissenting.
- d. **Collaboration with PRWCA on the Maverick campaign** – Amanda Diefenderfer reported that the PRWCA would like to partner on the Maverick campaign, which will expand the reach of the campaign, which will launch the end of February.
- e. **Airport Banner Opportunity** – Amanda Diefenderfer reported that a SLO airport pole banner is \$600 year and will get more information on further opportunities for promotion at the airport.
- f. **Savor the Central Coast** – Amanda Diefenderfer
 - i. 2015 Recap – see full report in packet
 - ii. Savor Moving Forward – Savor is no longer happening in SLO county in its current form, Sunset is no longer a media sponsor. Savor may go on the road to promote visitation to SLO County.

2. TPRA Admin

- a. **Big Red Marketing Team Support** – Amanda Diefenderfer reported that Big Red Marketing has added Lauren Tognazzini as support for the TPRA.
- b. **TOT & BID Exemptions for governmental employees** – Jim Throop reported that the current TOT and BID late fees should match; also that we City and hotels need policy consistency on Federal employee exemptions and would like the TPRA to make a recommendation to Council, the hoteliers would like a letter from the City explaining the policy to post for their customers. Throop will send language to Diefenderfer for a future agenda item.



- c. **February Board Meeting Conflict** – Amanda Diefenderfer will be at the Visit CA Forum during the next meeting and asked the board if they would rather reschedule the meeting or allow Lauren Tognazzini to run the meeting. The board consensus is to allow Tognazzini to run the February board meeting.
- d. **TBID Renewal and 2016/2017 planning** – Amanda Diefenderfer reported that the renewal process is under way, Augustine is preparing the annual report and marketing plan and will bring forward to the board in March.

3. Marketing

- a. **Review of December Marketing Committee Meeting Minutes** – Accepted by consensus
- b. **Review of January Marketing Committee Meeting Minutes** Accepted by consensus
- c. **Hotel Month Update** – Amanda Diefenderfer reported that Hotel Month business was down from past years and that some guests were calling in January to book for February, not realizing that Hotel Month is in January. The model may need to change and all involved will consider what could/should be done in January and/or February that works.
- d. **Monthly Marketing Report** – Augustineldeas, B Lange reported on digital results – November was the highest traffic ever recorded for TravelPaso; mobile users overtook desktop users for the first time; AI will present a complete Hotel Month recap next month; C Wooddall gave a social media report.
- e. **FAM Tour Update** – Augustineldeas reported that the spring tour will host the North American Tourism Journalist Association 4/1-4/3; the fall tour will take place 9/21-9/23 and may include beer, booze, BBQ, etc.
- f. **Paso Mavericks Campaign Update** – Augustineldeas reviewed details of Maverick campaign launching at the end of February.
- g. **Website Update** – Augustineldeas reviewed the timeline, internal testing will take place Feb 1 – Feb 29 and a link will go out to the board on 2/29 for their review, revised site launch set for March 31.

4. Tour & Travel

- a. **NTA** – Appointments secured and pre-conference meetings – Amanda Diefenderfer reported that all but one meeting has been booked and she has touched base with all hotels. She is happy with the number but not with the quality, it could be the location of the show not including our target markets.
- b. **Visit CA Outlook Forum** – Amanda Diefenderfer will attend and report out to board.

5. Finance

- a. **Review of December Finance Committee Meeting Minutes** – Accepted by consensus
- b. **Review of January Finance Committee Meeting Minutes** - Accepted by consensus
- c. **BID Report** – Amanda Diefenderfer reviewed.
- d. **2015-2016 Budget Tracking**- Arnold moved and Popp seconded a motion to approve the budget as presented, motion passed unanimously.

ADJOURNMENT – Johnson moved and Sage seconded a motion to adjourn at 4:20PM, motion passed unanimously.



TRAVEL PASO ROBLES ALLIANCE FINANCE COMMITTEE NOTES

Tuesday, February 16, 2016
9 – 10 a.m.

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

CALL TO ORDER – 9:06 a.m.

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

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. January – Mileage & Expenses – To be submitted at a later date

2. **AugustineIdeas Invoices**
 - a. Monthly Invoices – February Retainers – Reviewed and approved
 - b. Other expenses for approval: Reviewed and approved
 - i. Discovery Guide Printing Costs
 - ii. Google AdWords (SEM)

3. **Community Partnership Invoices For Committee Review:** All community partnership invoices can be approved by the Destination Manager as they are submitted with documentation showing board approval of the support levels. However, to ensure there are no question regarding conflict of interest, the following two invoices were submitted for committee approval as Big Red Marketing does interact with the organizations below for other client work.
 - a. Distillers of SLO County
 - b. West Palms Event Management

4. **Community Partnership Invoices Approved by the Destination Manager –** Presented to the committee for awareness.
 - a. FARMstead ED
 - b. Paderewski Festival – Paso Pops
 - c. Vineyard Team – Earth Day Food & Wine Festival
 - d. WiVi Central Coast

ADJOURNMENT - 9:25 a.m.



TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE NOTES

Tuesday, February 9, 2016
1:00 – 2:30 P.M.



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

CALL TO ORDER- 1:20 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. CBS – digital proposal- Augustine presented their POV related to this opportunity. Based on the cost for the reach they advised against the opportunity and the committee supported the recommendation.
 - ii. PasoWineries.net – Speedfind & Virtual Tour proposal – Updates to the proposal were sent earlier in the day. For this reason, the committee chose to hold off until the March committee meeting so the additions to the proposal could be taken into consideration.
- b. NTA
 - i. NTA One-sheet- Augustine presented the redesigned one-sheet used for promoting Paso Robles to tour operators at NTA. The new approach to the messaging is an example of the value that the industry knowledge of AugustineIdeas offers to Travel Paso. The piece is more focused on the target audience of tour operators than on previous consumer feel. Amanda also provided an update on her experience at the show. The value was better than expected related to the quality of appointments; however, quantity seemed low. Next year NTA will take place in St. Louis and the recommendation is to wait for the show to come closer to the West Coast and instead pursue Go West in 2017.
- c. Paso Maverick update
 - i. Overview of Instagram takeover schedule
 - ii. Suggested itineraries for February shoot with Alex and Monica Villicana, and Brigit Binns- They are going to start with Alex Villicana in February and will collect content from Brigit Binns for latergramming the following month. Potential itinerary items were presented. AugustineIdeas also showed previews of the new maverick web pages.

2. Other Marketing Updates

- a. Sunset Celebration Weekend
 - i. May 14 & 15 2016
 - ii. Sonoma, CA
 - iii. Goal of 10,000 attendees- Is the county going?
 - iv. \$1,600 registration
 - v. Recommendation: Observe for year one. The committee supported with the recommendation.
- b. West Palms Events Additional Exposure – Parking Passes - Consider driving them to a contest on the website that collects email and builds database.
 - i. Opportunity to provide information that goes on the back of the VIP Parking Passes – The committee discussed ideas of including specials on the passes to help drive people to the Travel Paso site for more information.
- c. Update from On the Road with Jo - Updated the committee with the schedule and noted that the first video will be released soon.
 - i. See attached schedule
 - ii. First Video
- d. Additional Update that arose at the Visit SLO County Marketing Committee Meeting earlier in the morning: American Airlines Advertisement Co-Op- Presented this morning at the Visit SLO Co. Marketing meeting. The committee supported pursuing this opportunity in collaboration with Paso Robles Wine Alliance. The anticipated cost is \$5,000- \$7,500

ADJOURNMENT- 1:55 p.m.