



TRAVEL PASO ROBLES ALLIANCE AGENDA



Tuesday, March 22, 2016

1:00 – 3:00 P.M.

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

CALL TO ORDER 1:04PM

PRESENT **Committee Members:** Victor Popp, Sandra Sage, John Arnold (left at 3:15), Margaret Johnson (arrived at 1:40, left at 3:15), Matt Masia, Angela McKee and Brittany Tonkin. **City Staff:** Shonna Howenstine. **TPRA Staff:** Amanda Diefenderfer & Lauren Tognazzini. **Augustine Ideas Staff:** Carolyn Wooddall.

ABSENT None.

GUESTS Stacie Jacob

PUBLIC COMMENT None

CONSENT CALENDAR

1. **Approve February Board Minutes** – Approved as corrected.

UPDATES & DISCUSSIONS

1. Community Relations & Events

- a. PCCHA Support – Masia moved and Popp seconded a motion to continue support at \$10,000 for FY16 and reviewing annually. Motion passed unanimously.
- b. Rhone Rangers – Presentation from Stacie Jacob – McKee moved and Masia seconded a motion to support at \$10,000 - \$5,000 cash and \$5,000 in-kind marketing support. Motion passed unanimously.
- c. Discussion of use of community partner benefit tickets – Tognazzini presented the option of giving leftover event tickets to TPRA hotels to use in packaging or attending, the offers will come through Promo Opps emails. The board agreed by consensus.
- d. Visit San Luis Obispo County Regular Update – John Arnold reported that the marketing company selection process had narrowed the field to 5 applicants and will be selecting the new firm in April booking.com is live on the VSLOC site; a stakeholders survey is out now; a feasibility study is being done on need for/placement for a conference center; American Airlines is featuring SLO County in its April issue.

2. Renewal

- a. Review draft 2016/2017 Marketing Plan – Committee will review and send changes
- b. Review progress of Annual Report – Committee will review and send changes
- c. Discussion of 2016/2017 marketing benchmarks – Committee will review and send changes
- d. Review 2016/2017 Proposed Budget – Committee will review and send changes
- e. Contract Review – Committee is Matt Masia, Sandra Sage and Victor Popp, who will review the performance of Augustineldeas and Big Red and determine what level of Sales service will be included in the next Big Red contract.

3. Marketing

- a. Review of March Marketing Committee Meeting Minutes - Tabled
- b. Monthly Marketing Report – Tabled
- c. Paso Mavericks Campaign Update –Tabled
- d. Website Update – Tabled

4. Tour & Travel

- a. Visit CA Outlook Forum – Tabled
- b. IPW – Tabled

5. Finance

- a. Review of March Finance Committee Meeting Minutes - Tabled
- b. BID Report – Amanda Diefenderfer
- c. 2015-2016 Budget Tracking- Tonkin moved and Popp seconded a motion to accept the budget as presented, motion passed unanimously.



AL – Meeting adjourned by unanimous vote at 3:30PM





City of El Paso de Robles

"The Pass of the Oaks"

Paso Robles City Library

MINUTES OF THE LIBRARY BOARD OF TRUSTEES

April 14, 2016 ~ Paso Robles City Library, 1000 Spring Street, Paso Robles

President Pamela Alch

Tina Lau; Nancy Major; Dave Sequeira; Deborah Sharp

CALL MEETING TO ORDER

Acting President Sharp called the meeting to order at 9:05 a.m.

ROLL CALL

Don Rader, Administrative Assistant, took roll as follows:

Members present: Sequeira, Sharp, Lau

Absent: Alch, Major

City Staff: Karen Christiansen, Library Manager, Adult Services Librarian

City Council rep: Councilman Jim Reed

PUBLIC COMMENTS -None

CONSENT AGENDA

1. A motion was made by Trustee Sequeira, seconded by Trustee Lau, to approve the Minutes of the March 10, 2016 meeting. Motion passed. Voice vote: 3 ayes, no dissent.

DISCUSSION ITEMS

2. Election of Vice President

-After discussion, Tina Lau accepted the Vice President position. Library Board officers will be revisited when the new Library Board is seated.

3. Advocacy Activities/Opportunities

-Trustee Sequeira attended the April 5, 2016 City Council meeting.

-Trustee Lau plans on attending the April 19, 2016 City Council meeting and Trustee Sequeira plans on attending the May 3, 2016 meeting.

4. Review May Art

-Art for the month of May 2016 was reviewed. Wall art will have the work of the Pastel Artists group.

continued

COMMUNICATIONS/REPORTS

-**Councilman Jim Reed** discussed the recognition of City Volunteers, including Library Volunteers, at the April 5, 2016 City Council meeting. He also talked about study of the wine industry impact on the area; April being the sexual assault awareness month; transit occupation tax; municipal code adjustments; a new grading ordinance; homeless shelters; and the continued work on the Centennial pool.

-**Karen Christiansen** announced that the new City Librarian Angelica Fortin will start her job on April 18, 2016. Karen also talked about Peeps Diorama contest winners; Star Wars themed events for May 4th; the Library Study Center's garden at the Uptown Family Park; and the move of the Friend's bookstore into the Library.

TRUSTEES COMMENTS

-**Acting President Deborah Sharp** talked about United for Libraries, an Association of Library Trustees, a division of the American Library Association which she had joined.

ADJOURNMENT

-Adjourned at 10:04 a.m. to the following:
-to the Friends of the Library meeting on Thursday, April 14, 2016, 1:00 p.m. in the Library Conference Room;
-then to the regularly scheduled meeting of the Library Board of Trustees on Thursday, May 12, 2016, 9:00 a.m. in the Library Conference Room, 1000 Spring St.

These minutes were approved by the Library Board at their May 12, 2016 meeting.

Respectfully submitted by Don Rader, Administrative Assistant

Library Board of Trustees Minutes of April 14, 2016