



MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

May 9, 2016

1:30 p.m.

Senior Center, 270 Scott Street, Paso Robles CA 93446

CALL MEETING TO ORDER - Chair Durrett called meeting to order at 1:30 p.m.

PLEDGE OF ALLEGIANCE – Chair Durrett

ROLL CALL

Members present: Marie Brinkmeyer, Eileen Brown, Martha Durrett, Kooki Peters, Louis Villano

Absent: Marilyn Carey, Tony Streiling

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

SVS present: Sharon McLean

Council present: Jim Reed

Absent: Steve Gregory

PUBLIC COMMENT – none

CONSENT AGENDA

Items on the Consent Agenda are considered routine, and, therefore do not require separate discussion. However, if discussion is necessary, or if a member of the public wishes to comment on any item, the item may be removed from the Consent Agenda and considered separately. Questions of clarification may be made by the Advisory members without removal from the Agenda.

1. **Approve Minutes of April 11, 2016 meeting-**
Moved and seconded by Peters/Villano to approve the minutes of the April 11, 2016 meeting - motion carried.
2. **Senior Endowment Report-**
April 2016 Senior Endowment report was received and filed.

BUSINESS ITEMS:

3. **Senior Center Outsourcing Contract Renewal** (*Dahlen*)
Brinkmeyer, McLean, and Durrett all recused themselves from the contract discussion due to perceived conflict of interest.

Moved and seconded by Peters/Villano to endorse SVS contract renewal- motion carried.

SENIOR VOLUNTEER SERVICES REPORT – Marie Brinkmeyer (SVS Director)

- Upcoming RSVP events were discussed.
- Advisory members asked to volunteer at the May 14 Senior BBQ

Sharon McLean-

- BBQ tickets are \$10; no charge for volunteers.

CITY COMMUNICATIONS

Lynda Holt, Recreation Services Manager

- \$75,000 raised at 'Everybody in the Pool' event.
- Swim lessons available at Municipal and Centennial pools this summer.

Julie Dahlen, Library and Recreation Services Director

- Public Budget workshop set for Thursday, May 12.
- Library staff is planning for the summer reading program

Councilman Jim Reed

- Marc Dart was recognized at a recent City Council meeting for his 31 years of volunteer service in the community.
- City Council approved the National Night Out at City Park in August, hosted by Emergency Services and the Police Department.

UNSCHEDULED MATTERS

Concern that City Park is not being watered. Julie Dahlen will report this matter to the Public Works Director.

ADJOURNMENT

Meeting adjourned at 2:15 p.m. by Chair Durrett.

Adjourn to the next regular meeting on Monday, June 13, 2016 at 1:30 p.m. in the Senior Center, 270 Scott Street, Paso Robles.

**THESE MINUTES WERE APPROVED BY THE SENIOR ADVISORY COMMITTEE AT THEIR
JUNE 13, 2016 MEETING.**

Respectfully submitted by Sharon Williams, Administrative Assistant



MINUTES OF THE PARKS AND RECREATION ADVISORY COMMITTEE

May 9, 2016

Time: 4:00 p.m.

Centennial Park – Live Oak Room, 600 Nickerson Drive, Paso Robles

CALL TO ORDER (Chair Taranto) 4:05 p.m.

ROLL CALL

Members present: Stacia Finley, Pamela Janes, Christopher Taranto

Absent: Robert Orlando, Justin Perino

City Staff present: Freda Berman, Julie Dahlen, Lynda Holt, Dick McKinley, Sharon Williams

City Council present: John Hamon

Absent: Steve Gregory

Planning Commissioner present: Sheree Davis

Guests: Larry Miller, Dorothy Miller, Paula O'Farrell

PUBLIC COMMENT: None

CONSENT AGENDA

1. **Approval of minutes for April 11, 2016** –
Moved and seconded by Finley/ Janes to approve the minutes of April 11, 2016- motion carried

BUSINESS ITEMS

2. **Advocacy Activities/Opportunities** (Taranto)
 - Taranto attended 'Everyone in the Pool' event.
 - Finley spoke on the homeless presence at Pioneer Park.
3. **Dog Park Proposal**
Larry Miller of Parks 4 Pups followed up on a previous request to pour a concrete path at the Sherwood Dog Park.

Moved and seconded by Finley/ Janes to approve the proposal of the Parks 4 Pups request to pour concrete in places designated in photos they provided. Motion carried.
4. **Pool and City Park Renovations – Progress Report** (McKinley/Berman)
 - Municipal Pool is open and operating.
 - Centennial Pool is scheduled to be completed by the end of May.
 - City Park renovation deadline is June 30.

CITY COMMUNICATION/REPORTS:

Julie Dahlen, Director:

- Centennial Pool ribbon cutting ceremony is tentatively scheduled for June 13 at 12:00 p.m.

Lynda Holt, Recreation Manager:

- Discussed upcoming recreational special events.
- Recognized Marc Dart at the last City Council meeting for his 31 years of volunteerism in the community.

Dick McKinley, Public Works Director:

- Discussed department budget requests including hiring summer crews and contracting janitorial service.

Councilman John Hamon:

- Council interviewed Justin Perino and Dale Breckow for the Parks and Recreation Advisory 2016-2018 term.
- Budget workshop scheduled for Thursday, May 13 at 6:30 p.m., public input is important.
- Hamon supports Pickleball use of Centennial tennis courts once a year for tournament.

Planning Commissioner Sheree Davis:

- The Planning Commission supported the Marriott development with a 4-2 vote.

ADJOURNMENT

Meeting adjourned at 5:00 p.m.

Next regular meeting is scheduled for Monday, June 13, 2016, at 4:00 p.m. in the Centennial Park Live Oak Room, 600 Nickerson Drive, Paso Robles.

**THESE MINUTES WERE APPROVED BY THE PARKS AND RECREATION ADVISORY COMMITTEE
AT THEIR JUNE 13, 2016 MEETING**



TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE NOTES

Wednesday, May 18, 2016

2:00 – 2:30 P.M.

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

CALL TO ORDER – 2:10 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. Ferrero Press – Agreed with Augustineldea’s recommendation not to pursue.
 1. Focuses on public relations efforts in Latin America. At this time it doesn’t fit our target geographies, but will be kept in mind should geographic efforts expand.
 - ii. 805 Living Magazine – Recommend not to pursue as it doesn’t reach target audience.
 - iii. Edible SLO County Magazine – Recommend not to pursue. Continue pursuing through editorial pitching.
- b. Creative Updates:
 - i. Gentry Destinations Ad
 1. Gentry Magazine offered a complimentary full-page ad. The ad creative focuses on the high-end demographic. Tracking ROI on a print ad can be hard to track but the complimentary cost offered a good chance to trial the opportunity.
 - ii. Great Western Bicycle Rally Ad
 1. As part of our community partnership support this ad will be featured in the rally guide.

2. Other Marketing Updates

- a. Cal Travel Summit Recap – Lauren and Amanda from Big Red Marketing attended the event. They felt the conference offered a lot of value from the advocacy concerns of the industry.
- b. Digital Loyalty Card- Off-Season Promotion – This was an idea that came up at the Cal Travel Summit. To be explored further with additional examples of how this could work sent to the committee for future consideration.
- c. Update from On the Road with Jo
 - i. Pet-Friendly Video is complete. Currently holding on the release of the videos until more are complete so they can be released closer together than the current filming schedule allows.
- d. Community Partnerships
 - i. Gifting criteria tied to event tiers – The committee expressed interest in the tiered concept. They also noted that partnerships should outline the value of the in-kind marketing applied and asked that the value amount be assessed with the expanded reach of Travel Paso.
 - ii. Lodging capacity calendar- The committee discussed the concept of developing a capacity calendar that would allow them to rate the level of availability during each week of the year. They noted that information should be collected twice per year to ensure accuracy.
- e. Sales approach- Mid-week meetings through MPI (Meeting Professionals International) - It was noted that Big Red Marketing is exploring new advertising and incentives in relation to generating increased mid-week sales.

ADJOURNMENT – 3:30 P.M.

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TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, May 24, 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 1:05PM

PRESENT Committee Members: Victor Popp, Sandra Sage, John Arnold, Margaret Johnson, Matt Masia (arrived at 2:50), Angela McKee and Brittany Tonkin. **City Staff:** Shonna Howenstine, City Manager Tom Frutchey **TPRA Staff:** Amanda Diefenderfer & Lauren Tognazzini. **Augustine Ideas Staff:** Carolyn Wooddall in person; Brian Lange and Danielle Lees on conference line.

GUESTS: Tom O'Malley, Lauren Lekai, Gina Fitzpatrick

PUBLIC COMMENT None

CONSENT CALENDAR

1. **Approve April Board Minutes** - Arnold moved and Sage seconded a motion to approve minutes, motion passed unanimously.

UPDATES & DISCUSSIONS

2. Community Relations & Events

- a. **Visit San Luis Obispo County Regular Update** – John Arnold gave an update on VSLOC activities
- b. **Chamber of Commerce Expanded Opportunities** – Gina Fitzpatrick reported that she is researching pricing for purchasing a Go Board (electronic kiosk) for the visitor center and asked the TPRA for input on upgrades to the Visitor Center. No action was taken.

3. Renewal

- a. **Formal Action of Intent to Renew** - Arnold moved and Tonkin seconded a motion to recommend that City Council renew the TBID for the next year. Motion passed unanimously.
- b. **Recommendation to renew Augustineldeas Contract** – Tonkin moved and McKee seconded a motion to recommend renewal of Augustineldeas' contract for another year. Motion passed unanimously.
- c. **Recommendation to renew Big Red Marketing Contract** - Sage moved and Popp seconded a motion to recommend renewal of Big Red Marketing's contract for another year. Motion passed unanimously.
- d. **Renewal to be addressed on the June 21, City Council agenda**



4. Sales Position –

- a. **Draft Destination Sales Coordinator Position** – After in depth discussion on various models and approaches for a Sales Position, Popp moved and Arnold seconded a motion to work with the City on an expanded Scope and contract amendment for Big Red Marketing to expand their current Sales scope to address midweek Sales and Marketing efforts. Motion passed unanimously.

5. Marketing

- a. **Review of March Marketing Committee Meeting Minutes** – Minutes were accepted by committee consensus
- b. **Review of May Marketing Committee Meeting Minutes** - Minutes were accepted by committee consensus
- c. **Monthly Marketing Report** – Wooddall, Lange and Lees gave a report on the previous month's marketing efforts and results.
- d. **Paso Mavericks Campaign Update** – Aired first video produced
- e. **Website Update** – Team is still working through bugs, will do a major launch once content for 6 Mavericks is ready to unveil.

6. Tour & Travel

- a. **IPW Preparations (June 18-22)** – appointments released tomorrow
- b. **Rhone Rangers**
 - i. **San Francisco (June 11)** – Amanda Diefenderfer is attending
 - ii. **Los Angeles (August 6)** – Lauren Tognazzini is attending

7. Finance

- a. **Review of March Finance Committee Meeting Minutes** – Accepted by consensus
- b. **Review of May Finance Committee Meeting Minutes** - (Committee Acceptance Requested)
- c. **BID Report** – Committee reviewed
- d. **2015-2016 Budget Tracking** – Tabled due to missing expense items

ADJOURNMENT – Sage moved and McKee seconded a motion to adjourn at 3:00PM, motion passed unanimously.



TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE NOTES

Tuesday, June 14, 2016

1:00 – 2:30 P.M.

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

CALL TO ORDER – 1:05pm

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

DISCUSSION

1. Augustine Ideas Marketing Updates

- a. POVs
 - i. SLO Visitors Guide (Paso Robles Press)
 - 1. AI recommended not perusing this opportunity. Publication is too similar to the Visit SLOC visitor guide. Committee agreed with this recommendation.
 - ii. Summer Travel Guide (OC Weekly)
 - 1. AI recommended moving forward with a digital ad option during the shoulder season. Committee expressed interest in diversifying ad outlets to include print. Diefenderfer recommended moving forward with a print/digital package in the fall. Committee agreed with this recommendation.
 - a. AI will provide a POV at the next committee meeting for a print/digital package with this publication. AI will also prepare a fact sheet on print vs digital by pulling recent stats from the West Palms and Great Western Bicycle Rally promotions.
- b. Creative Updates:
 - i. IPW One-Sheeters- AI reviewed the double-sided What's New and activities information sheets that would be distributed to tour operators and travel reps during IPW. Diefenderfer highlighted that tour operators already visiting the area enjoy the What's New sheet as it provided incentive for visitors to return to experience new things.

2. Other Marketing Updates

- a. Bandwango- Activity Passport Program
 - i. New passport system created and intended for use by the tourism industry
 - ii. Committee inquired as to how activities would be selected for the passport and how the system would integrate with hotels
 - 1. Committee inquired if the purchase confirmation page could include a discount code of offer for hotel stays and if the system could also be integrated with Groupon. Diefenderfer would follow up with program rep to answer committee's questions.
- b. PasoRoblesWineries.net
 - i. Lauren Lekai presented an updated proposal on the Virtual Tour digital map and brochure tool. Proposed cost for tool equated to \$8,388 for 21 hotels annually.
 - ii. Committee felt the map was a useful but agreed that the tool was not a proper fit for TPRA investment as it would not equally benefit or properly serve all lodging properties.
 - 1. Diefenderfer offered to facilitate communication between PasoRoblesWineries.net and any individual property interested in integrating the tool at their property.



- c. Mid-week promotions
 - i. Tognazzini reviewed the mid-week summertime promotion effort that encourages properties to offer mid-week lodging discounts, leveraging the many weekday events and activities happening during the summer months. The offers would be added to the Deals page on TravelPaso.com and promoted through consumer eBlasts and social media.
- d. Rhone Rangers SF event feedback
 - i. Diefenderfer reported that the event was successful noting that Big Red Marketing team member, Angelica Ottman, staffed the booth, interacted with Bay Area consumers, and distributed collateral during the event
- e. Preparations for IPW
 - i. Diefenderfer reported that meeting schedules had been distributed and that she had manually requested appointments for remaining meeting spots.
- f. Update on the Sales position
 - i. Diefenderfer reported that the job description was being finalized and would be distributed soon to begin collecting resumes from interested candidates.

ADJOURNMENT 2:25 p.m.