



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

AIRPORT ADVISORY COMMITTEE MINUTES

Thursday, April 28, 2016 - - 7:00 PM
Airport Terminal Conference Room – 4900 Wing Way

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

Roll Call:

Committee members:	Butts, Corman, Fretwell, Surber and Shaw
Absent:	Gerry Finn
City Council:	Steve Gregory and John Hamon
Planning Commission:	John Donaldson
Staff:	Dick McKinley and Roger Oxborrow

PUBLIC COMMENT None

CONSENT

1. **Minutes** – The committee reviewed the minutes of the March 24, 2016, regular meeting. **A motion** by Mr. Shaw, seconded by Mr. Surber, to approve as presented, passes unanimously.

OLD/RECURRING BUSINESS

2. **City Liaison Reports**

Mr. Donaldson reports on the Planning Commission's recent approval of the Marriott Extended Stay hotel. Councilman Gregory reports on the recent establishment of a Housing Constraints Committee that will work to address housing deficiencies in the City.

3. **Sub-Committee Reports**

- **Economic Impact Calculator (Fretwell)** – The City has received part of the software package, and some initial review shows interesting capabilities that should prove to be very beneficial to this effort. The next steps are to complete the software installation and get it operational and then to proceed to gather the necessary data to insert into the program. **A motion** by Mr. Fretwell, seconded by Mr. Surber, to recommend the committee continue to support this endeavor passes unanimously.
- **Business Improvement Plan – Airport Governance (Corman/Surber)** – The subcommittee has reviewed and discussed the composition and function of the proposed airport commission. Opinions as to the number of members and the need to represent specific constituencies by commission members are expressed. It is suggested that the next step in the process would be to meet in a study session with the City Council to receive their direction and work out the remaining details of the proposal. **A motion** by Mr. Fretwell, seconded by Mr. Shaw, to recommend committee support of the matrix and to work with City Council in a work session to add more detail to the matrix and composition of the commission passes unanimously.
- **Airport Regulations Review (Fretwell/Shaw)** – The results of the subcommittee review are presented to the committee for consideration. Staff identifies some areas of concern regarding the recommendations that have been made. It is suggested that a committee work session be scheduled to review the specific questions posed by staff. No other action is taken.

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- 4. Discussion Items** – The committee reviewed the calendar of upcoming airport events and discussed minor details still requiring attention. No other action is taken.

DIRECTOR/MANAGER UPDATE – None

COMMITTEE COMMENTS – None

ADJOURN – 8:10 PM, to: Regular committee meeting:
Thursday, May 26, 2016, 7:00 PM, Airport Terminal, 4900 Wing Way..



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

AIRPORT ADVISORY COMMITTEE MINUTES

SPECIAL SIMULTANEOUS MEETING AAC/CITY COUNCIL STUDY SESSION

Thursday, May 26, 2016 - - 6:30 PM
Paso Robles Library/City Hall
Conference Center, 1000 Spring Street

CALL TO ORDER – 6:30 PM by Mayor Steve Martin
Airport Advisory Committee Chair Phil Corman likewise called the Airport Advisory Committee to order and directed roll to be taken.
For the record, the following were present:

Roll Call:

Committee members:	Butts, Corman, Finn, Fretwell, and Surber
City Council:	Steve Gregory, John Hamon, Jim Reed, Fred Strong, Steve Martin
Planning Commission:	Doug Barth
Staff:	Tom Frutchey, Dick McKinley, Meg Williamson and Roger Oxborrow

PUBLIC COMMENT Dale Gustin reported on the Arts Fest in the Park this weekend.
Tony Gaspar, Chair of the Airport Appreciation Day event provided a brief status report.

CONSENT None

DISCUSSION

1. Airport Governance

Mayor Martin outlined the process that would be followed as the City Council, the Airport Advisory Committee and members of the public provided comment on the various elements of the Airport Governance matrix. Comments would be noted and the City Council would then discuss and act upon each of the elements. At the conclusion of the discussion, pertinent comments and direction were noted by staff and a final Bylaws document and City Ordinance would be drafted and returned to the City Council for action at a future meeting.

The committee took no specific action on the Governance matter.

At the conclusion of the discussion, Mayor Martin provided opportunity for Chairman Corman to adjourn the Airport Advisory Committee portion of the meeting. The Council continued with other matters of business.

ADJOURN – 8:30 PM, to: Regular committee meeting:
Thursday, June 23, 2016, 7:00 PM, Airport Terminal, 4900 Wing Way.



City of El Paso de Robles

"The Pass of the Oaks"

Paso Robles City Library

MINUTES OF THE LIBRARY BOARD OF TRUSTEES

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

President Pamela Alch

Tina Lau; Michael Miller; Deborah Sharp; Bob Wandruff

CALL MEETING TO ORDER

President Alch called the meeting to order at 9:01 a.m.

ROLL CALL

Don Rader, Administrative Assistant, took roll as follows:

Members present: Alch, Miller, Wandruff, Lau, Sharp

Absent: None

City Staff: Julie Dahlen, Director of Library & Recreation Services
Angelica Fortin, City Librarian

City Council rep: Councilman Steve Gregory

PUBLIC COMMENTS –Julie Dahlen used this time to swear in new Trustees Michael Miller and Bob Wandruff and officially welcome them to the Library Board of Trustees.

CONSENT AGENDA

1. -A motion was made by Trustee Sharp, seconded by President Alch, to approve the Minutes of the June 9, 2016 meeting. Motion passed. Voice vote: 5 ayes, no dissent.

DISCUSSION ITEMS

2. Election of Officer

-After discussion, a motion was made by Trustee Sharp, seconded by Trustee Wandruff, for Pamela Alch to continue as Library Board President for the 2016-2017 term. Motion passed. Voice vote: four ayes, no dissent. Administrative Assistant Don Rader will continue as recording secretary.

3. Advocacy Activities/Opportunities

-President Alch attended the recent Friends of the Library and Library Foundation meetings. She also organized a library information stand at the recent Lavender Festival.

-Trustee Lau plans on attending the July 19, 2016 City Council meeting.

continued

4. **Library Strategic Plan**
-City Librarian Angelica Fortin discussed the Library's Strategic Plan for 2016-2021.
5. **Begin Formulating Library Board Goals 2016-2017**
-The Board forwarded discussion of goals for the 2016-2017 term until the August meeting. The review of the Library Board Bylaws will also be forwarded to future meetings.
6. **Review August 2016 Art**
-Art for the month of August was reviewed. Wall art will feature the work of Dean Crawford Jr. while the display case will have the woodwork of Matthew Pomerico.

COMMUNICATIONS/REPORTS

-**Councilman Steve Gregory** welcomed the new Trustees to the Board. He also discussed the passing of the latest City budget and what that means for the Library; water use; and housing development.

-**Julie Dahlen** updated the Board on the budget process and announced that an appointed staff person will fill the empty Children's Librarian position starting in January 2017. There was also a modest increase in the book budget and travel and training budget. Julie also talked about the city park renovation and concerts in the park.

-**Angelica Fortin** discussed the recent Hispanic Business Association meeting she attended. She noted that programs for the Summer Reading Program are well-attended, including the zoo animals and magician programs. She reminded the Board to contact her for feedback and/or any concerns concerning the library.

TRUSTEES COMMENTS

-Trustee Sharp asked about Volunteer training for emergency situations at the library. Formal emergency training will be considered and in the meantime all Volunteers are asked to report any suspicious activities/concerns to lead staff.

ADJOURNMENT

Adjourned at 10:41 a.m. to the following:

-Library Foundation meeting on Thursday, August 4th, 12:00 p.m. in the Library Conference Room;

-then to the regularly scheduled meeting of the Library Board of Trustees on Thursday, August 11, 2016, 9:00 a.m. in the Library Conference Room, 1000 Spring St.

These minutes were approved by the Library Board of Trustees at their August 11, 2016 meeting.

Respectfully submitted by Don Rader, Administrative Assistant

Library Board of Trustees Minutes of July 14, 2106



TRAVEL PASO ROBLES ALLIANCE MINUTES



- c. **TBID renewal approved** unanimously at the June 21, City Council Meeting
4. **Community Relations & Events**
 - a. **Visit San Luis Obispo County Regular Update** – John Arnold reported that there are staffing changes and they will be hiring a new marketing director and executive assistant.
 - b. **Airport Banner Opportunity** –Tognazzini presented an offer from the SLO airport to promote Paso Robles in the terminal with a large banner for \$1,600 for a year, the board declined the offer.
5. **Marketing**
 - a. **Review of June Marketing Committee Meeting Minutes** - Accepted
 - b. **Monthly Marketing Report** – Lees and Lange reported on the past month's marketing efforts and results
 - c. **Paso Mavericks Campaign Update** – Aired the Brigit Binns video for the board. On track to launch via website this fall, still shooting episodes
 - d. **Website Update** – Team is still combing data and trouble shooting.
6. **Tour & Travel**
 - a. **IPW Recap (June 18-22)** – Diefenderfer reported she had 40 appointments; it was our first time to have our own table included in the County presence and she recommends doing it again. She advises opening up the opportunity to hotel partners to co-op.
 - b. **Rhone Rangers**
 - i. **San Francisco Recap (June 11)** – Event was a success with good engagement. Attendees were familiar with Paso Robles wines but haven't visited yet.
 - ii. **Los Angeles (August 6)**
7. **Finance**
 - a. **BID Report** – Estimate a \$298,000 rollover.
 - b. **2015-2016 Budget Tracking** - Sage moved and Johnson seconded a motion to approve the budget as presented, motion passed unanimously.

ADJOURNMENT – Tonkin moved and McKee seconded a motion to adjourn at 2:55, motion passed unanimously.

TPRA Mission: To brand, market and promote the City of Paso Robles as the authentic destination of choice on a regional, national and global level to targeted leisure, family, business and group travelers resulting in more frequent visitation, longer stays and increased revenue.



TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE NOTES



Tuesday, July 12, 2016
1:00 – 2:30 P.M.

MEETING LOCATION: COURTYARD BY MARRIOTT CONFERENCE ROOM
120 S. Vine Street, Paso Robles, CA

CALL TO ORDER – 1:06 pm

ROLL CALL **Committee Members:** Matt Masia, Angela McKee & Brittany Tonkin. **TPRA Staff:** Lauren Tognazzini. **Augustine Ideas Staff on Conference:** Alexis Kahn & Lee Goddard.

DISCUSSION

1. Augustine Ideas Marketing Updates

- a. POVs – Review POVs
 - i. *Diablo* Magazine – Augustine recommended not pursuing the offer at this time as Paso Robles was recently featured in this publication at no cost. Committee agreed with this recommendation.
 - ii. Billboard on Hwy 41 – Augustine recommended not pursuing the offer based on the location of the billboard. Committee agreed with this recommendation.
 - iii. Deyan Audio Tour – Augustine recommended not pursuing the offer as the tour limited the offerings of Paso to what could be seen in a short walking distance and instead recommended researching an audio tour feature tied to the Mavericks campaign. Committee agreed with this recommendation. Augustine agreed to research this topic further and present at a future committee meeting.
 - iv. New San Cai – Augustine recommended not pursuing the offer based on cost and instead recommended co-oping future opportunities in the international market. Committee agreed with this recommendation. Tognazzini noted the company also provided additional services like document translation that she would report back on.
 - v. San Luis Obispo Tribune's *Living Here* Magazine – Augustine recommended not pursuing the offer based on the local distribution of the publication. Committee agreed with this recommendation.
 - vi. OC Weekly (digital) – Augustine recommended pursuing this offer based on cost effectiveness and ability to track impressions. Committee agreed with this recommendation and would like to see it used to promote hotel month.
- b. Creative Updates
 - i. Rhone Rangers LA Event Ad – Tognazzini reviewed that a new communication process was established with Augustine to streamline the creative development of ads. The LA ad would focus on promoting visitation during shoulder season.
- c. Website
 - i. Community Event Promotions Results – Augustine presented results from recent promotional campaigns on the website for West Palms and the Great Western Bike Rally. Promotions resulted in driving qualified traffic to the website and would provide a benchmark for future website promotions to gauge ROI.

2. Other Marketing Updates

- a. Visit CA LA Media Event – Tuesday, September 27- Tognazzini confirmed that Travel Paso had secured a spot in this event.
- b. Bandwango – Activity Passport Program – Tognazzini reviewed this opportunity. Committee requested that the promo codes be resent to access the program.
- c. SpringHill Suites Letter – Committee provided feedback on the drafted letter and requested that the letter be brought to the board for discussion to determine if the letter should be sent on behalf of the Travel Paso board.
- d. Update on Sales position – Tognazzini reviewed that Amanda Diefenderfer had been in communication with potential candidates.

ADJOURNMENT – 1:52 pm



TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE Notes



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

MEETING LOCATION: COURTYARD BY MARRIOTT CONFERENCE ROOM
120 S. Vine Street, Paso Robles, CA

CALL TO ORDER – 1:07 pm

ROLL CALL **Committee Members:** Matt Masia, Angela McKee (ABSENT) & Brittany Tonkin. **TPRA Staff:** Lauren Tognazzini. **Augustine Ideas Staff on Conference:** Alexis Kahn, Lee Goddard & Danielle Lees.

DISCUSSION

1. Augustine Ideas Marketing Updates

- a. Fall FAM Tour – Nov. 9-11 – Lees reviewed the proposed dates of the FAM tour and recommended itinerary stops. Committee agree to move forward with the presented recommendations.
- b. POVs
 - i. Print Opportunities – Augustine presented print opportunities to place advertisements in the FY16-17 including Diablo Magazine, LA Travel Magazine and San Francisco Magazine. The committee agreed with researching package options for the recommended publications.
 - ii. USA Today- GO Escape! - Augustine recommended not pursuing the offer based on its ability to produce results compared to its cost. Committee agreed with this recommendation.
 - iii. Lovin' Life After 50 - Augustine recommended not pursuing the offer based on the size of the ad and the demographic. Committee agreed not to pursue the ad but was interested in exploring additional opportunities in the Arizona and Seattle markets. Augustine agreed to research options and present at a future committee meeting.
 - iv. CCTC CoOp - Augustine recommended not pursuing the offer based on the narrow demographic and predetermined itineraries. Committee agreed with this recommendation.
- c. Creative Updates
 - i. Pokemon Go – Augustine presented the creative for this project.
 - ii. Maverick One-Sheet - Augustine presented the creative for this project.

2. Other Marketing Updates

- a. Bandwango- Activity Passport Program - Tognazzini reviewed opportunity and committee agreed that the program currently required too many steps book a hotel. Committee agreed to revisit program in the future.
- b. Chinese Translated Materials – Tognazzini provided cost estimates for translating materials into Mandarin and suggested trying out the service



for future trade show collateral with international tour operators. Committee agreed.

- c. SpringHill Suites Letter – Committee agreed to bring the subject and letter to the board for review to determine next steps.
- d. SLO County Regional Airport – Video display – Tognazzini reviewed the cost of this opportunity. Committee agreed the cost was too high for the level of impact it could produce and was interested in exploring other opportunities for video content.
- e. Paso Robles Airport- Lobby display update – Tognazzini reviewed that the display was in need of updating. Committee agreed that they would like to see lodging represented in the display and to continue researching the subject.
- f. DK Books- Travel guides – Tognazzini reviewed the opportunity to develop or be featured in destination specific travel guides. Committee was interested in learning more about a pocket guide for Maverick information and inclusion in a guide featuring offerings specific to Paso. Tognazzini confirmed she would research the opportunity further.
- g. “On the Road with Jo”- Arts and Entertainment Video Tognazzini played the Arts & Entertainment video for the committee. Committee discussed the desire to use the video content for additional opportunities and requested looking in to YouTube advertising.
- h. Merrill Research – Tognazzini reviewed a summary of the results of the survey. Committee discussed some of the findings and challenges presented in the results and agreed to review on the board level.
- i. IPW 2016- Secured lead from Paso Robles Inn – Tognazzini reviewed that the Paso Robles Inn had secured business from connections made at IPW.
- j. Group sales lead form- Tognazzini reviewed the form available on the website for group sales lead and discussed that the form would provide a better method for tracking leads.
- k. Rhone Ranger LA Recap – Tognazzini provided a recap of the show and Travel Paso’s presence noting that consumers were aware of Paso but struggle to make it past Santa Barbara
- l. Update on sales position – Tognazzini reviewed that Big Red Marketing was interviewing two candidate during the week and that the job description was emailed out to over 60 industry contacts.

ADJOURNMENT – 2:22 pm



TRAVEL PASO ROBLES ALLIANCE FINANCE COMMITTEE NOTES

Tuesday, August 9, 2016
9 – 10 a.m.



**MEETING LOCATION: COURTYARD BY MARRIOTT
120 S. Vine Street, Paso Robles**

CALL TO ORDER - 9:09am

ROLL CALL **Committee Members:** Margaret Johnson, Victor Popp & Sandra Sage. **TPRA Staff:** 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. July – Expenses- Reviewed and approved.

2. Augustine Invoices

- a. Monthly Invoices – July and August Retainers - Reviewed and approved.
- b. Other expenses for approval
 - i. Advertising- Digilant, Google Adwords (digital) - Reviewed and approved.
 - ii. Graphic and Web Design- US Travel Association eBlast, Rhone Rangers, Maverick Section, Pokemon GO, Discovery Guide - Reviewed and approved.
 - iii. Pending Invoices
 - 1. Danny Mangin Media Visit- Holding for unapproved markups
 - 2. PRWCA Texas Media Event- Holding for unapproved charges
 - 3. PR Retainer – Holding for inconsistencies in amount.

3. Other Invoices

- a. Community Partnerships
- b. Paderewski Festival (Approved by Destination Manager) - Approved by destination manager and presented to committee for awareness.
- c. Rhone Rangers – Los Angeles Booth Décor (Approved by Destination Manager) - Approved by destination manager and presented to committee for awareness.
- d. CCTC Membership Renewal (Approved by Destination Manager)- Approved by destination manager and presented to committee for awareness.

4. Budget Tracking

- a. FY 2015-16 Review – Committee reviewed the the draft of the final budget with rollover which came in higher than expected. Committee would like to see more detail in budget categories to better utilize funds set aside for certain line items.
- b. FY 2016-17 Projections – Committee reviewed proposed budget adjustments due to the anticipated rollover and agreed that they would like to see more detail in budget categories to better utilize funds set aside for certain line items. They also discussed utilizing funds set aside in for Tourism Infrastructure to support community organizations like the Main Street Association or Chamber.

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- 5. Marketing Opportunities for Review by Marketing Committee – Reviewed opportunities.** Committee agreed to proceed based on marketing committee direction.
- a. Print Opportunities
 - b. USA Today – GO Escape!
 - c. Lovin Life After 50
 - d. CCTC CoOp
 - e. Bandwango
 - f. SLO County Airport- Video display
 - g. Paso Robles Airport- Lobby display update

ADJOURNMENT – 10:01 am