



MINUTES OF THE PASO ROBLES YOUTH COMMISSION

Wednesday, October 5, 2016, 2:30 p.m.

Centennial Park White-Oak room
600 Nickerson Drive, Paso Robles, CA 93446

CALL TO ORDER

Meeting called to order at 2:35 p.m. by Chair Morales

ROLL CALL

Members present: Ricardo Bolanos, Samuel Collins, Taylor Hargrave, Brian Morales, Sofia Moses, Mason Seden-Hansen

Absent: Ethan Athey, Sophia Baer

City staff present: Julie Dahlen, Heather Stephenson, Sharon Williams

Absent: Lynda Plescia

City Council present: John Hamon, Steve Gregory

School Board present: Dave Lambert

Absent: Joan Summers

Guest: Eric Martinez

PUBLIC COMMENT –

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. **Oath of Office**
Director Julie Dahlen administered the Oath of Office to Commissioner Ricardo Bolanos.

BUSINESS ITEMS -

2. **Approved Minutes of September 7, 2016 meeting** (Morales)
Moved and seconded by Seden-Hansen / Collins to approve the minutes of the September 7, 2016 meeting - motion carried.
3. **Teambuilding Activity** (Dahlen)
Commissioner's shared stories of their favorite Halloween costume or inspiring person and why.
4. **Guest Speaker-** Eric Martinez/ PRHS Principal
Mr. Martinez introduced himself and shared his experiences and goals for the school year. His goal is to achieve higher overall test scores and more involvement from all students.
5. **Review and Select 2016-2017 Goals** (Dahlen)

ROLL CALL VOTE

Moved and seconded by Seden-Hansen / Morales to approve goals for the 2016-2017 term- motion carried.

The 2016-20017 goals are:

- Perform Community Service
- Attend a Conference
- Support Team-Building
- Advocate for Teen Issues
 - Regular attendance/participation at City Council meetings.
 - Voluntary attendance at School Board meetings.

6. **Community Service** (*Dahlen*)

- Salvation Army bell ringing
 - a. Available dates were presented to volunteer as bell ringers for the Salvation Army. The Commissioners chose Saturday, December 3 from 9a-2p at the Post Office.
 - b. A sign-up sheet will be available at the November 2 meeting.
- City Council sign-up sheet
 - a. The sign-up sheet was handed around to attend City Council meetings.
 - b. It was suggested that Commissioners introduce themselves at the podium during public comment and discuss topics from the past Youth Commission meeting.

CITY COMMUNICATION/REPORTS

Julie Dahlen, Community Services Department Director:

- Rental fees for teams to play on sports fields will be discussed at the October 18 City Council meeting.
- The fee study in 2005 determined that full cost recovery was \$16 per field

Councilman John Hamon:

- City Council approved contracting to slurry seal and crack fill multiple road surfaces throughout the City.
- Second reviewing of marijuana regulations, our city still has rights and regulations if recreational use is approved.

Councilman Steve Gregory:

- Airport Commission works under the auspices of City Council to help plan for the future of the Airport.
- Attended Airfest on Saturday; 2,500 people attended.
- Finished Union Road improvements near Barney Schwartz Park.
- Oak Tree Ordinance discussed concerning request for oak tree removal.

SCHOOL BOARD REPORT

Dave Lambert:

- Discussed Measure M Bond to repair schools.

UNSCHEDULED MATTERS/TEEN ISSUES –

ADJOURNMENT

Moved and seconded by Seden-Hansen / Collins to adjourn the meeting at 3:44 p.m. - motion carried.

Adjourned to the next regular meeting on Wednesday, November 2, 2016; 2:30 p.m., at Centennial Park White Oak room, 600 Nickerson Drive, Paso Robles.

THESE MINUTES WERE APPROVED BY THE YOUTH COMMISSION ADVISORY COMMITTEE AT THEIR NOVEMBER 2, 2016 MEETING

Respectfully submitted by Sharon Williams, Administrative Assistant



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

PLANNING COMMISSION MINUTES

October 25, 2016

6:30 P.M.

Planning Commissioners Present: Rollins, Barth, Davis, Brennan, Agredano and Donaldson

Absent: Burgett

General Public Comments Regarding Matters Not On The Agenda: None

Staff Briefing: None

Agenda Items Proposed To Be Tabled Or Re-Scheduled: None

Presentations: None

Public Hearings

- 1. Vesting Tentative Parcel Map PR 16-0193 (875 OrioleWay)
Amendment to Planned Development 91002/91003, an application to subdivide an existing 2-acre lot into 4 parcels ranging in size from 20,000 square feet to 29,000 square feet in size.
(La Mirada Holdings LP, Ray Harrod - APN: 009-750-009)**

For the Planning Commission to consider making a recommendation to the City Council to adopt a Mitigated Negative Declaration (MND), and approve Planned Development Amendment (PD 08-002), Conditional Use Permit Amendment (CUP 08-002), Vesting Tentative Tract Map (VTPM 2962), and an Oak Tree Removal (OTR 16-009) for the 291 room / 4 phase Destino Paso Resort proposed at 3350 Airport Road. See Attachment 1, Location Map.

Open Public Comment

Speakers: None

Closed Public Comment.

Note: One correspondence received from Jim and Susan Gerakaris – See Attachment 1

Action:

- A.** A motion was made by Commissioner Brennan, seconded by Commissioner Barth and passed 6-0-1 (Absent: Commissioner Burgett) to approve Resolution A as presented.

Other Scheduled Matters - None

Written Correspondence – None

Consent Calendar

2. Development Review Committee Minutes (for approval)

October 3, 2016
October 10, 2016
October 17, 2016

3. Planning Commission Minutes (for approval)

October 11, 2016

Action:

- A. A motion was made by Commissioner Barth, seconded by Commissioner Brennan and passed 6-0-1 to Consent Items #2 and #3 as presented.

4. Other Committee Reports:

- a. Parks & Recreation Advisory Committee: No Report
- b. Main Street Program: Chairman Rollins Report
- c. Housing Constraints Advisory Committee: Director Report
- d. Short-Term Rentals City Manager's Task Force: Director Report
- e. PC Handbook AD Hoc: Chairman Rollins Report – Move to November 4th at 1:00 p.m.

5. Review of City Council Meetings:

October 18, 2016 Meeting Report: Commissioner Brennan Report

Planning Commissioners' Comments

Staff Comments – Thursday special Planning Commission Meeting Cal Poly Design Lab.

Regular Meeting Adjourned at: 7:25 PM

Monica Hollenbeck

From: Susan Gerakaris <sgerakaris@charter.net>
Sent: Monday, October 24, 2016 3:12 PM
To: Planning
Subject: Re: Request for Tentative Parcel Map 16-0193 and Amendment to PD 91002 and 91003

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Community Development Department members:

I am unable to attend the meeting tomorrow evening on 875 Oriole Way but want to express my concerns and hope there is a subsequent meeting I can attend.

My husband and I live across the street from this parcel. In our 15 years at this address, we have seen our neighborhood move from stately homes on adequate property turn to a more crowded environment. We truly don't understand how one can fit four homes on this parcel. We would like to understand how the ingress and egress from these homes are designed and are concerned about their impact on the two streets around the property.

We would also like to raise an issue which is of great concern. We have personally experienced the stress and concern that go along with a diagnosis of valley fever. Our dog was just diagnosed and we walk her in our neighborhood daily. We CANNOT take the chance that more people or animals will be exposed as a result of the disturbance of the soil that will surely result from this construction and want to know what is planned to prevent other cases of this terrible disease.

Thank you.

Jim and Susan Gerakaris
2480 Oriole Way



TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, September 27, 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, Matt Masia, Angela McKee and Brittany Tonkin. **City Staff:** Shonna Howenstine. **TPRA Staff:** Lauren Tognazzini. **Augustine Ideas Staff:** Lee Goddard; Alexis Kahn & Brian Lange via conference line

ABSENT Margaret Johnson

GUESTS Bill Roof, Adelaide Inn; James Worthley, SLOCOG; Meg Williamson, City of Paso Robles; Warren Frace, City of Paso Robles

PUBLIC COMMENT Sandra Sage will begin sitting in on TPRA agenda planning meetings with Lauren Tognazzini and Shonna Howenstine in December.

CONSENT CALENDAR

1. **Review and Approve August Board Minutes** – Tognazzini noted that items 6c and 6d had incorrectly recorded actions and the motions should be swapped. Arnold moved and Popp seconded a motion to approve minutes as corrected, motion passed unanimously.

UPDATES & DISCUSSIONS

2. City Items

- a. **Receive and File Short Term Rental Ordinance Update** - Warren Frace reviewed the draft ordinance and fielded questions. He noted that the draft would likely go forward to City Council for directions in late October.
- b. **Receive and File River Vision Update** – Meg Williamson and Warren Frace reviewed the River Vision plans, noting that visitor-serving elements and attractions are part of the focus of the plan.
- c. **Briefing and Discussion of Tourism Infrastructure Fund Concept** - Meg Williamson briefed the board on upcoming City-funded visitor enhancements and outlined a concept for the TPRA to partner in supporting those or other enhancements in the community, within the parameters of their charter, should they desire to do so. Arnold noted that the community doesn't really understand what the TPRA is and does and this might offer a way to educate the public while supporting the community.

3. TPRA Admin

- a. **Received and Filed County STR Report for July**
- b. **Received and Filed TPRA Competitive Set STR Report for July**
- c. **Application Review and Election of New Board Members** – Three hoteliers applied for the three open positions: Angela McKee with Best Western PLUS Black Oak (incumbent), Bill Roof with the Adelaide Inn and Jesse Garza with The Oaks Hotel. Tonkin moved and Popp seconded a

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motion to recommend that City Council appoint the three applicants to fill the three vacancies, motion passed unanimously. New member terms go into effect at the November meeting.

- d. **Select TPRA Supplemental Tax Oversight Committee Designee** – McKee nominated Sage with Popp seconding. Sage accepted the nomination and is the selected designee. The recommendation will go forward to City Council in October.
- e. **Received and Filed Annual Stakeholder Outreach Update** – Tognazzini reported that she has been meeting one-on-one with hoteliers and receiving feedback on efforts, including requests for better/refreshed reporting and more emphasis on meetings, conferences and mid-week events.

4. Community Relations & Events

- d. **Review and Discuss SLOCOG Presentation on Measure J** – James Worthley presented information on Measure J, no action was taken.
- e. **Receive and File Visit San Luis Obispo County Regular Update** – John Arnold reported that the Annual Report was complete, TPRA board members were furnished with copies; the direct flight between SLO and Seattle begins in mid-April and the airport has been in discussion with Denver and Dallas, VSLOC is funding an economic impact analysis on direct flights from those cities; VSLOC is endorsing Measure J; they are hosting an educational symposium, see email newsletter; Booking.com isn't being widely used to book in Paso via the VSLOC site; VSLOC has opted to limit event sponsorship to two large events a year with specific criteria for support.
- f. **Receive and File Community Partnership Program Update** – Tognazzini reported that the program was advertised in the Paso Robles Press and that the TPRA is partnering with the PRWCA to maximize the impact of the program.

5. Marketing

- g. **Review and Approve September Marketing Committee Meeting Minutes** - Accepted
- h. **Receive Recap of September Marketing Committee Meeting** – Brittany Tonkin recapped the Marketing meeting.
- i. **Receive and File Monthly Marketing Report** – Brian Lange reported on digital efforts and results, Lee Goddard reported on PR.
- j. **Receive and File Paso Mavericks Campaign Update** – Lee Goddard aired an excerpt of the next Maverick's video and gave an update on results of the campaign to date.
- k. **Review and Discuss 2017 Hotel Month Promotion**– Lauren Tognazzini reported that hotels will be choosing between two models – a free night's stay or a discounted rate – for Hotel Month. The campaign will again run in January and will include digital ads, print and possibly the billboards.

6. Tour & Travel

- i. **Receive and File Visit CA Media Event Update** – Under way right now, Danielle Lees from Augustine is representing Paso Robles and meeting with media.

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b. Review and Determine 2017 IPW Booth Structure – Lauren Tognazzini will present options to the marketing committee who will make recommendations to the board at the next meeting.

7. Finance

- a. Review and Approve September Finance Committee Meeting Minutes**
- Accepted
- b. Receive Recap of September Finance Committee Meeting** – Sandra Sage recapped the Finance meeting, noting that the structure of the committee work is changing a bit – they are working on a Work Plan document with Augustine that will track monthly spending against monthly budget to better track spending. The final document will be presented at the October Finance meeting.
- c. Receive and File BID Report for August**
- d. Receive and File 2016-2017 Budget Tracking Document-** Tonkin moved and Masia seconded a motion to approve the document, motion passed unanimously.
- e. Review and Approve 2016-2017 Budget Reallocation** - Tabled

8. Future Agenda Items –

- a.** Approve budget reallocation
- b.** Receive and file social media letter
- c.** Determine if the seat on the TMD marketing committee belongs with the TPRA Destination Manager or Big Red Marketing

9. **ADJOURNMENT** – Tonkin moved and Sage seconded a motion to adjourn at 3:23, motion passed unanimously.

Upcoming Meetings:

Finance Committee Meeting – October 11, 2016 at 9 a.m. at Courtyard by Marriott Paso Robles

Marketing Committee Meeting –October 11, 2016 at 1 p.m. at Courtyard by Marriott Paso Robles

TPRA Board Meeting – Tuesday, Oct. 25, 2016 at 1 p.m. at Upstairs City Hall Large Conference Room



TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE MINUTES



Tuesday, October 11, 2016
1:00 – 2:30 P.M.

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

CALL TO ORDER 1:08pm

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

DISCUSSION

1. Augustine Ideas Marketing Updates

- a. Receive and File Visit CA Media Reception Recap – Sept. 27 – Augustine reported that this was one of Visit CA's highest attended receptions and that Augustine met with over 30 media reps during the event on behalf of TPRA. A full report would be provided at the board meeting.
- b. Receive and File Fall FAM Tour Schedule/Attendee Update – Nov. 9-11 – Augustine reported that 5 media had confirmed attendance for the FAM and that they were still doing outreach to confirm an additional 1-3 attendees. Augustine also provided a brief overview of the itinerary.
- c. Review and Discussion of POVs
 - i. C Weddings – Committee opted not to move forward with this opportunity given the price (\$12,750 ad buy) as that they felt it would not serve all hotels equally. They requested that this concept be brought to the board for future consideration.
 - ii. Diablo Weddings – Committee agreed to move forward with a smaller wedding campaign (\$2,620 ad buy) through Diablo's wedding edition and to also consider print ad opportunities in Diablo's full edition and possibly getaway edition.
 - iii. ABA Motorcoach Marketer – Augustine recommended not moving forward with this opportunity based on the size of the ad for the cost. They noted that a much greater impact could be achieved through direct email marketing and other opportunities and requested hotels provide insights on tour operators they would like to reach. Committee agreed and noted a strong desired to connect with this market.
- d. Meeting Planner Outreach – Augustine reported that they would begin the initial phases of an email marketing campaign to meeting planners including list purchases and campaign development. Committee discussed providing Group Sales fact sheet and hotel offers in the eBlasts.
- e. Receive and File Creative Updates – Augustine presented creative for review.
 - i. Paderewski Festival Ad
 - ii. Digital Ads

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- f. Receive and File Maverick Campaign Update – Augustine provided timeline of next takeover, Oct. 22-23, for Neil Collins the Cider Maker
- g. Receive and File Hotel Month Update – Augustine – Augustine presented a “Paso it Forward” concept to encourage gift giving and social sharing of Hotel Month deals. They also recommended tying in a giving back component from TPRA’s side. Committee brainstorm including a branded ornament or small gift to purchasers and potentially utilizing a Travel Paso Hotel Month certificate template. Committee discussed offer options and suggested either a flat rate or 25% discount. Billboards will also be utilized to promote campaign beginning in November.

2. Other Marketing Updates

- a. Review and Discussion of IPW Booth Co-Op Opportunity – Committee supported presenting the Co-Op financial breakdown to the board for approval to move forward with shared booth.
- b. Review and Discussion of Paso Robles Airport Lobby Display – Tognazzini noted that Augustine would provide recommendations at next meeting.
- c. Review and Discussion of Adopt a Highway Opportunity – Tognazzini presented details of opportunity with costs. Committee agreed to forgo opportunity based on potential marketing ROI compared to other like opportunities.
- d. Receive and File Visit SLO County Co-Op Ad Opportunities Update - Tognazzini reported that VSLOC was still determining co-op opportunities and would review with the committee once opportunities became available.
- e. Receive and File Update on Discovery Guide Reprint – Tognazzini reported that edits were being made to the Discovery Guide prior to the reprint and that a larger revision would be conducted this winter.
- f. Receive and File Update on Lodging Availability Hotline/Partnership – Tognazzini reported that they would again be utilizing the lodging availability hotline for Pioneer Weekend and Harvest Wine Weekend in partnership with both the Chamber and PRWCA.
- g. Receive and File Maverick Video Opportunity through FARMstead Ed in Costa Mesa- Tognazzini reported that through TPRA’s Community Partnership with FARMstead Ed, TPRA had the opportunity to showcase all current Maverick videos on loop during FARMstead Ed’s pop-up event at the Wine Lab in Costa Mesa on Thursday, Oct. 6. Event was attended by 31 area guests and featured 8 Paso partners showcasing local products.

ADJOURNMENT 2:34pm

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TRAVEL PASO ROBLES ALLIANCE FINANCE COMMITTEE MINUTES

Monday, October 17, 2016
2 – 3 p.m.



**MEETING LOCATION: Chamber of Commerce
1225 Park Street, Paso Robles**

CALL TO ORDER 2:25pm

ROLL CALL **Committee Members:** Margaret Johnson (absent), Victor Popp & Sandra Sage. **TPRA Staff:** Lauren Tognazzini and 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 for Approval**
 - a. October – Retainer - Reviewed and approved.
 - b. September – Expenses - Reviewed and approved.
 - c. September – Mileage - Reviewed and approved.
- 2. Augustine Invoices for Approval**
 - a. Monthly Invoices – September Retainers - Reviewed and approved.
 - b. Advertising – AdWords - Reviewed and approved.
 - c. Other expenses for approval - Reviewed and approved.
 - i. PRWCA Texas Media Event Promo Items
 - ii. Partner Content Form
- 3. Other Invoices for Approval**
 - a. Paso Robles Wine Country Alliance – Lodging Memberships - Reviewed and approved. Diefenderfer noted that this support would be revisited in the next FY.
- 4. Invoices Approved by Destination Manager for Committee Review – Reviewed by committee.**
 - a. Paso Maverick Hard Costs
 - b. Paso Maverick PDFs (2)
 - c. Paderewski Festival Program Ad
 - d. Discovery Guide Edits
 - e. Fall Display Ad Campaign Development
 - f. Quarterly Drupal Updates
 - g. Technical SEO
 - h. Safeguard – Branded Flash Drives
- 5. Budget Tracking**
 - a. Receive and File Update on Financial Tracking through City Admin. Services – Tognazzini noted that the City Finance Dept. support for monthly budget tracking would not be ready in time for the October board meeting.
 - b. Receive and File BID Summary – Committee reviewed and requested a 6-month review of the budget spending in December to ensure funds were being utilized based on actual income.
 - c. Review and Discuss 2016-17 Budget Reallocation with Forecast – Committee reviewed new budget forecasting spreadsheet which was created using the

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proposed budget reallocations. Committee requested that the dollars allocated to the Tourism Infrastructure Fund be moved to contingency until further detail of spending can be provided. With this change, the committee supported the reallocation.

- d. Receive and File FY 2016-17 Budget Tracking - The committee approved utilizing previous budget reporting format until the City can prepare the monthly reports.
- 6. Marketing Opportunities for Review by Marketing Committee** – Committee agreed to move forward with programs below based on the Marketing Committee’s direction.
- a. Diablo Magazine Wedding Edition Print Ad – Ad cost/markup \$2620+ for wedding ad plus \$TBD for additional print advertising in full edition – Tognazzini reported that a larger wedding print campaign was considered, however the marketing committee wanted to discuss interest at the board level prior to moving forward with the campaign.
 - b. Travel Guide of California – Ad cost \$5,450
 - c. Hotel Month - \$10,000 allocated in FY 16-17 Budget

ADJOURNMENT 3:33pm