



MINUTES OF THE PARKS AND RECREATION ADVISORY COMMITTEE

October 10, 2016

4:00 p.m.

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

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

ROLL CALL

Members present: Dale Breckow, Stacia Finley, Robert Orlando, Justin Perino, Pamela Reynolds

City Staff present: Julie Dahlen, Lynda Plescia, Dick McKinley, Sharon Williams

Absent: Freda Berman

City Council present: Steve Gregory

Absent: John Hamon

Planning Commissioner present: Sheree Davis

Guest(s): Marc Dart, John Doss, Walt Van Zandt

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.

BUSINESS ITEMS

1. **Approve Minutes of September 12, 2016 meeting** (*Perino*)
Moved and seconded by Finley / Breckow to approve the minutes of the September 12, 2016 meeting-motion carried.
2. **Advocacy Activities/Opportunities** (*Perino*)
 - Reports by Finley, Reynolds and Breckow.
3. **Proposed Increase in City Field Rental Fees** (*Dahlen*)
 - In 2005 the City contracted for a cost of services study; \$16/hour was the full cost recovery established for use of City sports fields.
 - An endorsement is needed on these options:
 - Do nothing. Make no change in field rental fees.
 - Increase adult sports team fees from \$6 to \$16 per hour effective January 1, 2017.
 - Allow for a gradual increase in adult fees over a three-year period.

ROLL CALL VOTE

Moved and seconded by Finley / Orlando to support change from \$6 to \$16 per hour effective January 1, 2017.

Parks and Recreation Advisory Committee Minutes of October 10, 2016

CITY COMMUNICATION/REPORTS

Dick McKinley, Public Works Director

Councilman Steve Gregory

Planning Commissioner Sheree Davis

ADJOURNMENT

Moved and seconded by Orlando / Reynolds to adjourn the meeting at 5:04 p.m.- motion carried.

Next regular meeting on Monday, Nov. 14, 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 NOVEMBER 14, 2016 MEETING.**

Respectfully submitted by Sharon Williams, Administrative Assistant



MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

October 10, 2016

1:30 p.m.

Senior Center, 270 Scott Street, Paso Robles

CALL TO ORDER (*Chair Peters*) 1:30 p.m.

PLEDGE OF ALLEGIANCE (*Peters*)

ROLL CALL

Members present: Eileen Brown, Marilyn Carey, Marta Crawford, Kooki Peters, Louis Villano

Absent: Martha Durrett, Tony Streiling

City staff present: Lynda Plescia, Sharon Williams

Absent: Julie Dahlen

SVS present: Marie Brinkmeyer, Sharon McLean

City Council present: Steve Gregory

Absent: Jim Reed

Guest(s): Carol Woodard

PUBLIC COMMENT None

CONSENT AGENDA

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BUSINESS ITEMS:

1. **Approve Minutes of September 12, 2016 meeting** (*Peters*)
Moved and seconded by Brown / Villano to approve the minutes of the September 12, 2016 meeting - motion carried.
2. **Senior Endowment Report** (*Peters*)
September 2016 Senior Endowment report was received and filed.
3. **Travel Training Program** (*Carol Woodard, SLORTA Mobility Specialist*)
Woodard reported on a travel training program established for people that are housebound.
4. **Mission Statement Discussion** (*Plescia*)

Moved and seconded by Villano / Peters to adopt the following Mission Statement- motion carried.

Our Mission is the help identify a continuum of services for seniors 55 and older to enhance their quality of life and to act in an advisory capacity to the Paso Robles City Council in all matters related to their physical, emotional and economic well-being. We endeavor to encourage seniors to participate in all aspects of community life to the best of their abilities, recognizing cultural diversity, being responsive and respectful, and promoting the dignity and well-being of the individual.

Senior Citizen Advisory Committee meeting minutes of October 10, 2016

Our Role is to serve in an advisory capacity to the Mayor and the City Council for the purpose of providing information on all issues of importance to senior citizens in our community. Members advocate for senior citizens in our community and serve as an information source on senior and aging topics.

SENIOR VOLUNTEER SERVICES REPORTS

Marie Brinkmeyer, SVS Director

Sharon McLean, SVS Staff

CITY COMMUNICATION REPORTS

Lynda Plescia, Recreation Services Manager

Councilman Steve Gregory

UNSCHEDULED MATTERS None

ADJOURNMENT

Meeting adjourned at 2:43 p.m. by Chair Peters.

Next regular meeting on Monday, Nov. 14, 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
NOVEMBER 14, 2016 MEETING.**

Respectfully submitted by Sharon Williams, Administrative Assistant



City of El Paso de Robles

"The Pass of the Oaks"

Paso Robles City Library

MINUTES OF THE LIBRARY BOARD OF TRUSTEES

October 13, 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 -None

CONSENT AGENDA

1. A motion was made by Member Wandruff, seconded by Member Miller, to approve the Minutes of the September 8, 2016 meeting. Motion passed. Voice vote: 5 ayes, no dissent.

DISCUSSION ITEMS

2. Advocacy Activities/Opportunities

-President Alch attended the recent Friends of the Library meeting and the Library Foundation meeting. With the Foundation working on fundraising President Alch asked the Board to get any fundraising brainstorming ideas to her before the next Foundation meeting.

-Member Sharp plans on attending the October 18, 2016 City Council meeting.

3. Mi-Fi

-City Librarian Angelica Fortin updated the Board on the new Black Gold mobile hotspot program entitled Mi-Fi. Each Black Gold library will receive mobile hot spots to check out to patrons. The 10 hotspots the Paso Robles library will receive can be checked out for a week, with the program starting the second week of November.

continued

4. **Library Board Goals**

-The Board continued review and formulating of Library Board goals for 2016-2017. To be continued to the next meeting.

5. **Review November 2016 Art**

-Art for the month of November 2016 was reviewed. Wall art will have the work of Melinda Martin.

COMMUNICATIONS/REPORTS

-**Councilman Steven Gregory** discussed the City Council approval of an airport commission; continued road repair; upcoming workshops with CALPERS and also the Fire Department for battalion chief; land being donated for possibly five more soccer fields; and the future of the former boy's school site.

-**Julie Dahlen** talked about reexamining fees charged for services regarding recreation field rental. Adjustments to City Parks' field rental fees are needed to more fully recover costs from adult use of the playing fields.

-**Angelica Fortin** discussed the September 2016 Library statistics. She also talked about the recent citizenship workshop hosted by the Library that was well attended and included representatives from the Mexican Consulate. Future Library programs will include the Drum Circle and the Pacific Wildlife animals. Angelica also noted that the popular Can Your Fines will be starting in mid-November and continue until the end of December.

TRUSTEES COMMENTS -None

ADJOURNMENT

-Adjourned at 10:20 a.m. to the next regularly scheduled meeting of the Library Board of Trustees on Thursday, November 10, 2016, 9:00 a.m. in the Library Conference Room, 1000 Spring St, Paso Robles.

These minutes were approved by the Library Board of Trustees at their November 10, 2016 meeting.

Respectfully submitted by Don Rader, Administrative Assistant

Library Board of Trustees Minutes of October 13, 2016



TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, October 25, 2016
1:00 – 4:00 P.M.



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

CALL TO ORDER 1:03PM

PRESENT **Committee Members:** Victor Popp, Sandra Sage, John Arnold, Margaret Johnson, Matt Masia, Angela McKee. **City Staff:** Shonna Howenstine, Tom Frutchey. **TPRA Staff:** Amanda Diefenderfer & Lauren Tognazzini. **Augustine Ideas Staff:** Lee Goddard

ABSENT Brittany Tonkin

PUBLIC COMMENT None

CONSENT CALENDAR

1. **Review and Approve September Board Minutes** - Masia moved and Arnold seconded a motion to approve minutes, motion passed unanimously.

UPDATES & DISCUSSIONS

2. TPRA Admin

- a. **Receive and File Big Red Marketing Contractor Update** – Amanda Diefenderfer discussed her decision to separate from the TPRA and offered to stay on as long as needed and offered consulting help for the RFP to find a new Destination Manager. The board determined that they will need to meet and decide what structure they will take moving forward.
- b. **Receive and File Sales Position Update** – Amanda Diefenderfer reported that a Sales Position employee for Big Red Marketing is not a sustainable option and will not be pursued. The TPRA will need to find an alternative to addressing Sales.
- c. **Receive and File City Letter to Big Red Marketing Regarding Social Media** – The board would have liked to have been informed of the situation prompting the City's response prior to the letter going out. Victor Popp will follow up with Tom Frutchey with further questions.
- d. **Receive and File City Council Approval of Board Member Appointments** - Shonna Howenstine reported that City Council had confirmed the appointments of Bill Roof and Jesse Garza to the TPRA and Sandra Sage as the TPRA designee on the Supplemental Tax Oversight Committee.
- e. **Elect Marketing and Finance Committee Members as Part of Annual Committee Reorganization** – Margaret Johnson moved and Angela McKee seconded a motion for the Marketing committee to be made up of Angela McKee, Brittany Tonkin and Jesse Garcia and the Finance committee to be Margaret Johnson, Sandra Sage and Bill roof; motion passed unanimously. The Marketing committee meets on the second Tuesday of each month at 1PM at the Courtyard by Marriott. The Finance committee meets on the second Tuesday of the month at 9am at the Courtyard by Marriott.
- f. **Received and Filed County STR Report**
- g. **Received and Filed TPRA Competitive Set STR Report**

3. City Items

- a. **Facilitated Discussion on Tourism Summit Items** – Tom Frutchey noted that Paso and its tourism efforts have grown and it is time to figure out how to increase our efforts. The City will be convening a Tourism Summit in December or January to engage the entire tourism industry to see what ideas might work to increase our tourism efforts. The board agreed that it would like to know the outcome of the tourism summit prior to making concrete plans for formulating a new structure for the TPRA. Johnson moved and Masia seconded a motion to allow the Executive Committee (Sage and Tonkin) to direct Big Red Marketing in their efforts to research other options for the TPRA structure, using the outcome of the Tourism Summit to inform their efforts prior to any final decision; the motion passed unanimously.

4. Community Relations & Events

- a. **Receive and File Visit San Luis Obispo County Regular Update** – John Arnold will email minutes from the last VSLOC meeting to the board. Notable highlight includes a new logo ("SLO Coast") that is being reworked to better reflect the entire SLO County destination.
- b. **Receive and File Visit San Luis Obispo County Marketing Committee Representation Update** – Amanda Diefenderfer reported that her position on the TMD Marketing committee is as a representative of Big Red Marketing, not as a representative of the TPRA.
- c. **Receive and File Community Partnership Program Update, Select Review Committee, and Determine Committee Meeting Date** – Lauren Tognazzini – Arnold, Roof and McKee offered to



review the applications, Masia moved and Popp seconded a motion to accept them as the committee, to meet on the 2nd Tuesday of the month at 10:30 at the Courtyard by Marriot, for as long as necessary; motion passed unanimously.

5. Marketing

- a. Reviewed and Approved Oct. Marketing Committee Meeting Minutes**
- b. Received Recap of Oct. Marketing Committee Meeting** – Angela McKee recapped the meeting
- c. Received and Filed Monthly Marketing Agency Report**
 - i. September Marketing Efforts and Results** – Lee Goddard and Brian Lange briefly reviewed
 - ii. Fall FAM Tour Update (Nov. 9-11)** – Danielle Lees noted that 5 writers will be in attendance. McKee asked what the barriers are to getting more writers to our FAMs, Lees noted that writers don't like to visit in groups, fewer traditional media outlets exist and those outlets have changed the way they engage writers. Social media influencers hosted individually would net more impressions.
 - iii. Visit CA Media Event Update (Los Angeles, Sept. 27)** – Lees reported that this was the highest attendance to date, a successful event and she will be sending the leads to Tognazzini this week.
 - iv. Paso Mavericks Campaign Update** – Katie Hayward takeover was a great success, will send Maverick campaign takeover info to Shonna to include in City newsletter
 - v. 2017 Hotel Month Campaign Update** – Augustine is recommending positioning Hotel Month as a Christmas gift: "Paso It Forward" by giving the gift of a stress-free vacation, to include an item of value TBD (suggestions included a branded Christmas ornament or wine opener). The campaign will include the billboards. Adelaide Inn, Holiday Inn Express, Black Oak and Hampton all indicated their interest in participating.

6. Tour & Travel

- a. Reviewed and Determined 2017 IPW Booth Structure** – The board discussed the merits of co-op booth and opted to stay with a single booth, no action taken. Tognazzini will register for one booth.

7. Finance

- a. Reviewed and Approved Oct. Finance Committee Meeting Minutes** - Accepted
- b. Received Recap of Oct. Finance Committee Meeting** – Sandra Sage recapped the meeting
- c. Received and Filed BID Report for September**
- d. Reviewed and Approved 2016-2017 Budget Tracking Document**- Sage moved and Masia seconded a motion to approve, motion passed unanimously.
- e. Reviewed and Approved 2016-2017 Budget Reallocation** – McKee moved and Sage seconded a motion to approve, motion passed unanimously.

8. Future Agenda Items – Facilitated meeting to discuss TPRA structure change

9. ADJOURNMENT – 3:57PM



TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE MINUTES



Tuesday, November 8, 2016
1:00 – 2:30 P.M.

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

CALL TO ORDER - 1:06pm

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

DISCUSSION

1. Augustine Ideas Marketing Updates

- a. Receive and File Fall FAM Tour Schedule/Attendee Update – Nov. 9-11 – Augustine reviewed the itinerary and attendee list.
- b. Review and Discussion of POVs
 - i. Diablo Magazine- Full Edition – Augustine presented pricing for continued advertising in Diablo Magazine's full addition and/or Getaways Edition. Committee approved moving forward with one full-page ad in the full edition totaling \$7,830 with markup (date TBD) and two full-page ads in the getaways edition totaling \$4,700 each (June 2017 and Sept. 2017). Sept. ad would fall within FY 17-18. Design costs would be estimated separately and would range around \$1,000 per ad. Augustine would also request value-ad digital opportunities in addition to ad placement.
- c. Review and Discussion of Current/Upcoming Campaigns
 - i. Hotel Month – Augustine reported adjustments to the "Paso it Forward" campaign noting challenges with booking logistics which would not make all elements of the program feasible. Offers would begin being promoted in November with the promotional period running January-February and would highlight a "Passport to Paso" with discounts on over a dozen activities in the area. Participants would be able to submit their stamped passports for a donation to a local charity.
 - ii. OC Weekly – Augustine reported that a Hotel Month feature would be included OC Weekly's eNewsletter in early December. The list is distributed to 24,000 subscribers at a cost of \$885.
 - iii. Paso Robles Airport Lobby Displays – Augustine presented ideas for the 2 display cases. Ideas included a Maverick feature and possible TV display looping Maverick videos. Items complementing Maverick itineraries could be displayed along with a Travel Paso branded wine barrel lid. Committee discussed ways to intrigue the airport's demographic by displaying luxury items like hotel robes in addition to complimentary Discovery Guides. Committee also discussed a historic feature noting that the City may be interested in utilizing one of the two displays for this

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.



concept. Committee also discussed rotating the displays every few months to keep it fresh, however concern for cost and human resources to update the display were considered.

- iv. Tour Operator/Meetings and Events Outreach – Augustine provided an update on the quarterly email campaign that would begin in 2017. Emails would provide info on latest services, offerings and promotions to planners. Email list would utilize current trade show contacts as well as purchased lists.
 - v. Maverick Campaign – Augustine provided an update on Maverick scheduling. Committee expressed concerned with being aware of takeover dates and a desire to have access to videos to display in hotel lobbies. Tognazzini noted that Maverick updates would be included in Promo Opps along with an opportunity to request video files. An email campaign was also being developed to further feature the Mavericks to Travel Paso's mailing list.
 - vi. Additional Shoulder Season Push – Augustine reported on new digital advertising opportunities to utilize unallocated funds and further promote Hotel Month in the shoulder season. Opportunities included native and video ads. Committee agreed to move forward with these recommendations.
- d. Receive and File Creative Updates
- i. Diablo Magazine- Wedding Edition – Augustine presented the creative for committee review.

2. Other Marketing Updates

- a. Receive and File Visit SLO County Co-Op Ad Opportunities Update – Tognazzini noted that opportunities had still not been determined and would report back once opportunities became available.
- b. Review and Discussion of IPW Booth Registrant Cancellation Policy – Tognazzini reviewed the costs of including a second delegate at the show noting that she completed the registration for two delegates in order to received the early bird discount. Delegate registrations may be canceled for a full refund until Jan. 6, 2017, should the board decide to send only one delegate.
- c. Review Additional Trade/Consumer Show Options – Tognazzini review the upcoming show schedule that included Go West in Reno, NV, and the Visit CA Outlook Forum in Santa Barbara. Through Community Partnership committee recommendations, market visits through FARMstead ED and consumer shows through Rhone Rangers would be added to Travel Paso's trade and sales schedule.
- d. TPRA Restructuring Discovery Meeting Update – Tognazzini noted that she had begun outreach to strategic planning organizations to begin the process of scheduling a discovery meeting with the board to provide insights on the possibility of restructuring the organization. She noted that a moderator and educational component would be included in the meeting.

ADJOURNMENT – 2:35pm

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TRAVEL PASO ROBLES ALLIANCE FINANCE COMMITTEE MINUTES

Tuesday, November 8, 2016
9 – 10 a.m.



MEETING LOCATION: Courtyard by Marriott Paso Robles
120 South Vine Street, Paso Robles

CALL TO ORDER 9:03am

ROLL CALL **Committee Members:** Margaret Johnson, Bill Roof & Sandra Sage (absent). **TPRA Staff:** Lauren Tognazzini. **City Staff:** Shonna Howenstine.

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. November – Retainer - Reviewed and approved.
- b. October – Expenses - Reviewed and approved.
- c. October – Mileage - Reviewed and approved.

2. Augustine Invoices for Approval

- a. Monthly Invoices – November Retainers - Reviewed and approved. Nov. SEO retainer was not received and will be processed in the following month.
- b. Advertising – AdWords and Digilant - Reviewed and approved.
- c. Mavericks– Spencers (final), Milby (final), Christy Byham (half), Sybil Bonelli (half) - Reviewed and approved.
- d. Maverick Email – Template - Reviewed and approved.
- e. Diablo Weddings Ad - Reviewed and approved.
- f. Fall FAM Tour – Time Only - Reviewed and approved.

3. Other Invoices for Approval

- a. C Sky Developments – Final Payment of “On the Road with Jo” - Reviewed and approved.

4. Invoices Approved by Destination Manager for Committee Review

- a. Augustine – Quarterly Drupal Updates - Reviewed and approved.
- b. Augustine – West Palms Ad Update - Reviewed and approved Inv. #47306. Inv. #47403 was held as it was a duplicate of Inv. #47306.
- c. Augustine – Maverick Email #1- Reviewed and approved.
- d. Augustine – Maverick Shoot Hard Costs (Byham and Bonelli) - Reviewed and approved. Committee noted a concern for paying for non-essential items like coffee on departing day. Tognazzini noted she would address this with Augustine.
- e. Augustine – Diablo Weddings Creative - Reviewed and approved Inv. #47308. Inv. #47404 was held as it was a duplicate of Inv. #47308.

5. Budget Tracking

- a. Receive and File Update on Financial Tracking through City Admin. Services – Tognazzini noted that progress was being made on the monthly financial reporting through the City, but it was likely that the new reporting would not yet be ready for the Nov. board meeting.
- b. Receive and File BID Summary – Reviewed by committee.

***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.*



- c. Receive and File FY 2016-17 Budget Tracking – Tognazzini noted that an error in the formula calculating Total Expenses was discovered. The formula had double counted the Cash Reserves. The correction, along with the addition of the Sept. BID revenue, increased the Contingency fund to \$106,552.34.
 - d. Review and Discuss Opportunities for Shoulder Season Push – Tognazzini reviewed opportunities for utilizing the available contingency funds for a shoulder season push through new forms of digital marketing including native ads and video integration. Committee agreed to move forward per Marketing Committee's direction. In addition to a shoulder season marketing push, Tognazzini also noted that funds could be used for additional support through the Community Partnership Program should the Community Partnership Program Review Committee see fit. The committee also discussed utilizing the funds to cover costs for strategic development support from outside sources as the board looks into options for possibly restructuring the organization.
- 6. Marketing & Community Partnership Opportunities for Review by Marketing Committee** - Committee agreed to move forward with programs below based on the Marketing Committee's direction.
- a. Community Partnership Requests: \$194,750 plus \$29,500 in-kind marketing hard costs and other in-kind requests
 - b. IPW Booth (Single/Double Delegates) - \$15,750-\$18,750
 - c. Paso Robles Airport Display - \$2,000-\$7,500 TBD
 - d. Diablo Magazine Ad – Cost TBD

ADJOURNMENT - 9:49am