



## TRAVEL PASO ROBLES ALLIANCE MINUTES



Tuesday, November 22, 2016  
1:00 – 3:00 P.M.

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

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**CALL TO ORDER** 1:00PM

**PRESENT** **Committee Members:** Sandra Sage, Brittany Tonkin, Jesse Garza, Margaret Johnson, and Bill Roof. **City Staff:** Shonna Howenstine. **TPRA Staff:** Amanda Diefenderfer & Lauren Tognazzini. **Augustine Ideas Staff:** Alexis Kahn

**ABSENT** John Arnold, Angela McKee

**PUBLIC COMMENT** None

### **CONSENT CALENDAR**

1. **Reviewed and Approved October Board Minutes** - Johnson moved and Roof seconded a motion to approve minutes, motion passed unanimously.

### **UPDATES & DISCUSSIONS**

#### **2. TPRA Admin**

- a. **Received and Filed County STR Report- September**
- b. **Received and Filed TPRA Competitive Set STR Report- September**
- c. **Received and Filed TPRA Structure Discovery Meeting Update** – Lauren Tognazzini reported that professional facilitators are currently being evaluated to lead a January special meeting to begin discussions on potential structure change. The executive committee (Chair Sage and Vice Chair Tonkin) will recommend a meeting date pending the facilitator's availability
- d. **Determine December Board Meeting Date** – Johnson moved and Roof seconded a motion to cancel the December meeting, motion passed unanimously.

#### **3. Community Relations & Events**

- a. **Received and Filed Visit San Luis Obispo County Regular Update** – Amanda Diefenderfer reported that the new county tourism brand will be "SLO Cal" and the marketing firm is still fully developing the campaign.
- b. **Reviewed and Approved Recommendations for Community Partnership Program** – Johnson moved and Garza seconded a motion to approve the subcommittee's recommendations as presented, with a request that grants are disbursed in the same fiscal year as the event occurs; with all contracts being contingent upon TBID renewal. Motion passed unanimously.
- c. **Set Annual Mixer Date and Location** – Sage moved and Tonkin seconded a motion to hold the mixer on the same day as the January board meeting, from 5-7PM at the Courtyard by Marriott Paso Robles; motion passed unanimously.
- d. **Discussed and Determined PRWCA Hotel Membership Support FY 17-18** – Garza moved and Johnson seconded a motion to renew all TBID member hotels' PRWCA

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membership at \$30,000 per year, contingent upon TBID renewal. Motion passed unanimously.



2:18PM Margaret Johnson left the meeting

#### 4. Marketing

- a. **Reviewed and Approved Nov. Marketing Committee Meeting Minutes** - Accepted
- b. **Received Recap of Nov. Marketing Committee Meeting** – Brittany Tonkin
- c. **Received and Filed Monthly Marketing Report** – Alexis Kahn, Brian Lange reviewed the past month's digital marketing efforts and results
- d. **Received and Filed Fall FAM Tour Update (Nov. 9-11)** – Alexis Kahn briefly recapped the FAM tour and will distribute any resulting articles at future meetings as they come out.
- e. **Received and Filed Paso Mavericks Campaign Update** – Alexis Kahn reported that the campaign now includes a pre-Takeover eblast to encourage more interaction.
- f. **Received and Filed 2017 Hotel Month Campaign Update** – Alexis Kahn reported that Hotel Month has been converted to the Passport to Paso winter promotion to take place in January and February, with participating hotels choosing what they want to offer and a printed passport filled with offers from around 25 other partners including restaurants, wineries and attractions. The campaign includes using the billboards to promote the campaign
- g. **Reviewed and Discussed Board Interest in Wedding Print Ad Campaign** – The majority of the board indicated that most hotels already turn away wedding business and would like to see focus on other niche markets including group tours, fitness, car clubs, corporate, incentive, LGBT and anything that would create return customers. No action was taken.

#### 5. Tour & Travel

- a. **Receive and File 2017 IPW Update** – Two delegates will attend and Big Red or Augustine will preschedule visits with national associations in the area while they're there.
- b. **Received and Filed Upcoming Trade/Consumer Show Schedule Update** – Lauren Tognazzini reviewed the upcoming schedule, no action was taken.

#### 6. Finance

- a. **Reviewed and Approved Nov. Finance Committee Meeting Minutes** - Accepted
- b. **Received Recap of Nov. Finance Committee Meeting** – Margaret Johnson briefly recapped the meeting
- c. **Received and Filed BID Report for September**
- d. **Reviewed and Approved 2016-2017 Budget Tracking Document-** Garza moved and Sage seconded a motion to approve the document as presented; motion passed unanimously.

#### 7. Future Agenda Items - None

#### 8. ADJOURNMENT – 2:58 PM



# MINUTES OF THE PARKS AND RECREATION ADVISORY COMMITTEE

December 12, 2016

4:00 p.m.

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

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## CALL TO ORDER (Chair Perino) 4:00 p.m.

### ROLL CALL

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

**City Staff present:** Freda Berman, Julie Dahlen, Lynda Plescia

**City Council present:** Steve Gregory, John Hamon

**Planning Commissioner absent:** Sheree Davis

### 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 November 14, 2016 meeting (Perino)

**Moved and seconded by Reynolds / Breckow to approve the minutes of the November 14, 2016 meeting- motion carried.**

### BUSINESS ITEMS

2. Advocacy Activities / Opportunities (Perino)

- Reports by Finley, Perino, Reynolds and Breckow.

3. Barney Schwartz Park Playground (Berman)

- Members reviewed plans for upgrading the playground at Barney Schwartz Park and voted to endorse the project.

**Moved and seconded by Finley / Reynolds to endorse plans for upgrading the Barney Schwartz Park playground- motion carried.**

### CITY COMMUNICATION / REPORTS

- Julie Dahlen, Community Services Department Director
- Lynda Plescia, Recreation Services Manager
- Freda Berman, Maintenance Superintendent
- Councilman Steve Gregory
- Councilman John Hamon

**ADJOURNMENT**

**Moved and seconded by Orlando / Reynolds to adjourn the meeting at 4:49 p.m. - motion carried.**

Next regular meeting on Monday, January 9, 2017 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 FEBRUARY 13, 2017 MEETING.**

Respectfully submitted by Sharon Williams, Administrative Assistant



## TRAVEL PASO ROBLES ALLIANCE EXECUTIVE COMMITTEE NOTES



Tuesday, December 13, 2016  
3:00 – 4:00 P.M.

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

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### CALL TO ORDER - 3:00pm

**ROLL CALL** **Committee Members:** Sandra Sage, Brittany Tonkin. **TPRA Staff:** Lauren Tognazzini. **City Staff:** Shonna Howenstine (absent).

### DISCUSSION

- 1. Review and Selection of Discovery Meeting Moderator** – Committee reviewed each application and discussed the pros and cons of each option. After a thorough review of each applicant, the committee selected SMG Consulting to moderate the discovery meeting. The decision was made based on the company's previous tourism experience, strategic approach, and interest in greater involvement past the initial discovery meeting.
  - a. Collaboration, LLC
  - b. SMG Consulting
  - c. Coraggio Group
- 2. Review of Civitas Proposal** – The committee reviewed a proposal from Civitas for the potential restructuring of the TPRA from the 89 Law to the 94 Law to better understand the cost and scope of restructuring. The committee expressed interest in obtaining more information regarding Civitas' ability to work in collaboration with SMG Consulting. The committee was also interested in learning more about the contract process to ensure no expenses were incurred prior to understanding the level of support from tourism partners. No action was taken on the proposal.
- 3. Discuss Discovery Meeting Date, Time, and Location** – Tonkin noted that she would be out of the office Jan. 17-22. Tognazzini noted she would send out an availability request to board members and City staff once potential meeting dates were provided by SMG Consulting. Sage offered to host the discovery at the Hampton Inn and Suites.

### ADJOURNMENT – 3:55pm



## TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE NOTES



Tuesday, December 13, 2016  
1:00 – 2:30 P.M.

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

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### CALL TO ORDER – 1:03pm

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

### DISCUSSION

#### 1. Augustine Agency Marketing Updates

- a. Receive Passport to Paso Update – Augustine reported that the Passport website went live 12/2, digital ads were in circulation, passports were in the process of development feat. over 2 dozen businesses with charitable opportunity for submitting completed passport, and the south facing billboard was up with the north facing installment in process.
- b. Receive Update on Print/Digital Campaigns
  - i. OC Weekly – Augustine reported that the eNewsletter launched 12/2 to 25,140 subscribers feat. Passport to Paso and had received 3,000 opens and 142 clicks as of 12/8. Augustine would provide a full report at the next board meeting.
  - ii. Diablo Magazine – Committee approved creative estimates (\$1,250/ad) and full-page ad costs in Diablo Magazine as follows: Getaways Edition Feb. 2017 at \$4,700 (incl. full-page advertorial); Getaways Edition Sept. 2017 at \$4,700 (incl. full-page advertorial); and Full Edition (Food and Drink focus) Nov. 2017 at \$7,830
  - iii. Travel Guide to CA – Augustine reported that the previously approved full-page ad plus full-page advertorial was due in early January with publication available for purchase in 2017. 100,000 copies would be printed and sold in US, Canada and several other countries along with a digital version of the magazine.
- c. Review and Discussion of Visit SLO County Co-Op Opportunities – Augustine reviewed to co-op opportunities available through VSLOC including the Matador Network video/article opp., Brand USA experience page/video, and BuzzFeed culinary or outdoor article feature. Committee discussed each opportunity and selected Augustine's recommendation of the BuzzFeed option with culinary focus in the amount of \$10,000.
- d. Review and Discussion of Paso Robles Airport Display – Augustine provided an update noting that the City was interested in utilizing the second case for a historical display and that they would present concepts next month to feature a silent video element and display items unique to Paso with a Maverick theme.
- e. Receive Maverick Campaign Update – Augustine reported that two mavericks had filmed in September, two had filmed in Oct, and two



additional unconfirmed Mavericks would be filmed in January or February for a March and April feature.

Committee brainstormed a few future options including a golfing, music, business, and dead Maverick. Augustine also provided social takeover dates to the committee.

- f. Receive Tour Operator/Meetings and Events Outreach Update – Augustine reported that the campaign would begin in January 2017 with the goal of building TPRA’s meeting planner and tour operator email database. Emails would look similar to Maverick emails and feature information on meeting spaces with other useful tools like RFP links, maps and event calendar.

## 2. Other Marketing Updates

- a. Provide Recap of Global Ready China Seminar – Tognazzini recently attended the seminar and DMO luncheon hosted by VSLOC and provided a recap of the event noting the importance of translated materials and having certain amenities available for Chinese travelers. She provided the committee with a link to additional resources, which would also be distributed through Promo Opps.
- b. Discuss Interest in Purchasing Targeted Consumer Email Lists – Tognazzini reported that the TPRA consumer list had seen an increased amount of unsubscribes with the launch of the Maverick email campaign. To mitigate this, Tognazzini presented options for purchasing email lists to reach new targeted audiences. The committee approved up to two list purchases at \$1,000 each to provide a proper reference point as to the success of the list purchases. They agreed to have Augustine provide their recommendation on number of email sends and to provide additional information on how these lists are created.
- c. Receive Discovery Meeting Moderator Selection Update – Tognazzini reported that three potential moderators had expressed interest in the position and provided their qualifications for review by the Executive Committee. She noted the Executive Committee would be reviewing and selecting a moderator that afternoon and would also review a full restructuring proposal from Civitas.
- d. Receive Update on Potential Marketing Opportunities – Tognazzini reported that several opportunities were being reviewed, and that upon receiving more information, she would report back to the committee with any relevant opportunities.
  - i. Good Housekeeping/Redbook “Getaway San Diego” - Print
  - ii. United/Virgin Airlines- Video segment
  - iii. Wine Enthusiast’s Bookazine- Digital/Social Content on Destinations
  - iv. SAVOR Experiences
  - v. Reveal the Central Coast
    - 1. Direct mailer to LA and Bay Area 10,000 copies per issue
  - vi. LGBT and other returning guests
  - vii. Partnering with Paso Wine on events- Seattle and OC events

## ADJOURNMENT – 2:45pm



## TRAVEL PASO ROBLES ALLIANCE FINANCE COMMITTEE NOTES

Tuesday, December 13, 2016  
9 – 10 a.m.



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

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### CALL TO ORDER - 9:07am

**ROLL CALL** **Committee Members:** Margaret Johnson, Bill Roof & Sandra Sage. **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** - Reviewed and approved.
  - a. December – Retainer
  - b. November – Expenses
  - c. November – Mileage
2. **Augustine Invoices for Approval** - Reviewed and approved.
  - a. Monthly Invoices – December Retainers
  - b. Advertising – AdWords and Digilant
  - c. Mavericks – Christy Byham (final), Sybil Bonelli (final)
  - d. Passport to Paso Design Cost
  - e. Hotel Month Landing Page
  - f. Hotel Month Planning and Execution
3. **Invoices Approved by Destination Manager for Committee Review** - Reviewed and approved.
  - a. Augustine- FAM Tour Hard Costs, West Palms eBlast, Hotel Month Billboard Creative, Hotel Month Digital Ad Creative, Maverick Tags, Dec. Maverick eBlast (held due to change in email distribution, Tognazzini will request a revision to the invoice to reflect services provided), Native Ad Creative, FAM Tour Hard Costs, OC Weekly Design
  - b. Krista Skellern Mileage
  - c. Dawn Garcia Mileage
  - d. Committee noted a concern for some of Augustine's markups incurred through the fall FAM tour. Committee requested that they be more diligent in expense planning, utilizing the Big Red Marketing credit card to avoid unnecessary markups on line items such as dining.
4. **Budget Tracking**
  - a. Receive and File Update on Financial Tracking through City Admin. Services – Tognazzini noted that she recently met with Catherine Piatti to review the progress of this support. Tognazzini noted that the monthly financial report may continue in the same format incorporating new GL codes established by the finance department for better tracking. She noted that the finance department would work to have new GL codes established in January.

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- b. Receive and File BID Summary- Committee reviewed BID Summary acknowledging a lower than anticipated percentage increase in October of only 0.8%. Tognazzini noted that she would confirm if this number reflected all properties' reporting.
- c. Receive and File FY 2016-17 Budget Tracking – Committee reviewed and approved budget tracking.
- d. Review and Discussion of Budget Forecasting – Committee discussed how best to allocated current unallocated funds to ensure that the available budget continues to be fully utilized. The committee determined that additional funds should be made available under community partnerships (\$20k), regional publication print ads (\$17,250), and digital advertising (\$60k) line items to account for funds previously approved by their appropriate committees. Committee also acknowledged that additional funds (est. \$3k) would be incurred for hosting a second delegate at IPW. Committee approved that additional funds estimated around \$60,000 could be utilized for the possible restructuring of the TPRA through the professional development line item.

**5. Marketing and Organizational Opportunities for Review by Other Committees -**

Committee agreed to move forward with programs below based on the Marketing Committee's direction.

- a. Visit SLOC Co-Op Opportunities- Up to \$20,000 available in budget
- b. Targeted Email Lists- \$1,000-2,000/targeted list
- c. Discovery Meeting and Transition- \$3,000-\$60,000

**ADJOURNMENT – 9:48am**

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# MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

January 9, 2017

1:30 p.m.

Senior Center, 270 Scott Street, Paso Robles

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

**PLEDGE OF ALLEGIANCE** (*Peters*)

## **ROLL CALL**

**Members present:** Eileen Brown, Marilyn Carey, Martha Durrett, Kooki Peters, Tony Streiling, Louis Villano

**Absent:** Marta Crawford

**City staff present:** Lynda Plescia

**SVS Absent:** Marie Brinkmeyer

**City Council present:** Steve Gregory

**Absent:** Jim Reed

**Guest(s):** joyce ellen lippman

**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 December 12, 2016 meeting** (*Peters*)  
Moved and seconded by Streiling / Carey to approve the minutes of the December 12, 2016 meeting - motion carried.
2. **Senior Endowment Report** (*Peters*)  
December 2016 Senior Endowment report was received and filed.  
Councilman Gregory inquired on who donated \$4,500 to the senior endowment fund last month; Plescia will bring information to next meeting.

## **BUSINESS ITEMS:**

3. **Area Agency on Aging** (*joyce ellen lippman, Director*)

## **SENIOR VOLUNTEER SERVICES REPORTS**

**Martha Durrett, SVS Staff**

**CITY COMMUNICATION REPORTS**

**Lynda Plescia, Recreation Services Manager**

**Councilman Steve Gregory**

**UNSCHEDULED MATTERS** None

**ADJOURNMENT**

Meeting adjourned at 2:41 p.m. by Chair Peters.

Next regular meeting on Monday, February 13, 2017 at 1:30 p.m. at the Senior Center, 270 Scott Street, Paso Robles.

**THESE MINUTES WERE APPROVED BY THE SENIOR ADVISORY COMMITTEE AT THEIR  
FEBRUARY 13, 2017 MEETING.**

Respectfully submitted by Sharon Williams, Administrative Assistant



## TRAVEL PASO ROBLES ALLIANCE FINANCE COMMITTEE AGENDA

Tuesday, January 10, 2017  
9 – 10 a.m.



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

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### CALL TO ORDER - 9:05am

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

### PUBLIC COMMENT

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### DISCUSSION

1. **Big Red Marketing Invoices for Approval** - Reviewed and approved.
  - a. January – Retainer
  - b. December – Expenses
  - c. December – Mileage – Tognazzini noted that the mileage rate would be updated to the govt. rate as of January 1, and reflected in future reports.
2. **Augustine Invoices for Approval** - Reviewed and approved. Tognazzini reported that Augustine was unable to submit retainer invoices in time for the meeting and that they would submit the following month.
  - a. Advertising – AdWords
3. **Other Invoices for Approval**
  - a. Billboard Lease – Reviewed and approved.
  - b. Visit SLO County BuzzFeed Co-Op (Approved by Committee 12/20/16) – Reviewed by committee.
4. **Invoices Approved by Destination Manager for Committee Review** – Reviewed and approved.
  - a. Augustine- Maverick eBlast Milby- revised
  - b. Augustine- Maverick PDF (Bonelli and Byham)
  - c. Augustine- Visit SLO County Media Costs
  - d. Augustine- Passport Signage
  - e. Community Partnership Program
    - i. Paso Robles CAB Collective
    - ii. Studios on the Park – Held for board approval per changes in event scheduling.
5. **Budget Tracking**
  - a. Receive and File Update on Financial Tracking through City Admin. Services – Tognazzini noted the use of new GL codes, which had been provided by the City to match their internal reporting systems. Tognazzini reported that the monthly board report would continue to look the same but that additional checks and balances through the City would be applied through the use of the new GL codes.
  - b. Receive and File BID Summary – Reviewed by committee. Tognazzini noted the totals reflected all properties reporting. Committee noted a slow October and discussed potential causes.
  - c. Receive and File FY 2016-17 Budget Tracking – Reviewed by committee.

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- d. Review and Discussion of Budget Forecasting – Reviewed by committee. Sage noted some forecasted expenses had dropped off the tracking document. Tognazzini noted she would revise for the next committee meeting to reflect more accurate estimates.
  - e. Receive and File Update on Discovery Meeting Planning – Tognazzini reported that SMG Consulting would moderate the meeting to be held at the Hampton Inn & Suites on January 27. Time TBD.
- 6. Marketing Opportunities for Review by Marketing Committee** - Committee agreed to move forward with programs below based on the Marketing Committee's direction.
- a. Wine Enthusiast Bookazine Hotel Guide Listings- Est. \$21,000 for 21 listings
  - b. Visit Widget Itinerary App- \$2,500 start up, \$200-300/month

**ADJOURNMENT – 9:31am**



## TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE NOTES



Tuesday, January 10, 2017  
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:** Jesse Garza, Angela McKee & Brittany Tonkin.  
                  **TPRA Staff:** Lauren Tognazzini.     **City Staff:** Shonna Howenstine.  
                  **Augustine Ideas Staff on Conference:** Alexis Kahn & Lee Goddard.

DISCUSSION

### 1. Augustine Ideas Marketing Updates

#### a. Receive and Discuss POVs

- i. **Wine Enthusiast Bookazine** – Augustine reviewed opportunity to include hotel listings at an est. \$21,000 in this special edition of *Wine Enthusiast* Magazine. Committee determined it was not an equal opportunity to all properties and suggested it be included in promo opps for individual property consideration.
- ii. **AAA** – Augustine noted recent board communications expressing interest in AAA publications. Augustine reported the high costs of advertising in these publications and recommended instead that the TPRA look to other avenues for inclusion such as utilizing AAA hashtags in social posts for potential shares/features at no cost to TPRA. Committee agreed with this recommendation.

b. **Passport to Paso Update** – Augustine provided initial statistics on PasoPassport.com activity reporting 15 participating properties, 11,692 visits, 5,851 website clicks, 301 conversions and 1:28 minute average visit length. Although the site was seeing strong activity, committee reported low booking levels. The group discussed potential challenges including lack of a booking agent to complete the reservation process, snow driving travelers to the mountains, and property challenges with promoting Passport to Paso through their own channels.

c. **Receive Spring FAM Tour Update** – Augustine presented the concept of a social influencers FAM tour focused on lifestyle/adventure noting a potential need to accommodate this group on a weekend. Augustine noted they were in the process of determining interest for this type of FAM. Committee expressed interest in holding off on a Spring FAM to ensure proper time and consideration was provided to attracting qualified attendees unless Augustine received an overwhelming response for participation. The committee also expressed interested in moving the influencer FAM to the late fall when they could better accommodate and focusing the other tour on Tour Operators/Meeting Planners. Augustine noted that would work with Tognazzini to revisit the tour concept and would provide an update at the board meeting.

#### d. Receive Update on Current and Upcoming Projects

- i. **Visit San Luis Obispo County Buzzfeed Co-Op** – Augustine reported they were moving forward with all elements of the co-op per VSLOC's timeline.

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ii. **Meeting Planner and Tour**

**Operator Outreach** – Augustine reported they were in the process of developing the quarterly eblast to this group and would distribute to previous trade show leads as well as through purchased lists.

- e. **Receive Update on Paso Robles Airport Display** – Augustine reported that they were developing a mock up of the display and would have for review at the Jan. board meeting.
- f. **Receive Maverick Campaign Update** – Augustine reported the next Maverick Takeover would take place Jan 13-14 featuring the Wellness Coach, Sybil Bonelli. March's Maverick, Christy Byham, would feature family friendly content but the takeover date had not been finalized.
  - i. **Review opportunities for email list purchasing** – Augustine reported on additional exposure opportunities by using Maverick email funds to purchase social ads as another method of reaching new consumers. Committee agreed to continue with \$1,000 list purchase first and assess results but were open to exploring the idea of utilizing dollars to connect with consumers through social.
- g. **Receive Recap of December's Creative Projects** – Augustine presented creative projects for review. Committee liked the "travel journal" look of the new ads.
  - i. Travel Guide to California Ad
  - ii. Diablo Getaways Ad

**2. Other Marketing Updates**

- a. **Review Visit Widget Opportunity** – Tognazzini presented online itinerary planning widget that would live on TravelPaso.com and allow visitors to map out and easily send their plans to friends. Cost for product was \$2,500 for set up and \$199-\$299/month depending on the amount of desired features. Committee expressed great interest in learning more about the product and felt the look of it was clean and user friendly. Tognazzini noted she would send the committee additional examples and connect with the rep to answer some functionally questions in order to receive full approval from the committee at the February committee meeting.
- b. **Preview Final "On the Road with Jo" Videos** – Tabled for time.
  - i. Outdoor Adventure
  - ii. Family Friendly
- c. **Receive Update on Potential Marketing Opportunities**
  - i. NBC Bay Area Commercials/TV Ads/Digital – Tognazzini reported that she would be connecting with an ad rep the following week to discuss ad opportunities through NBC Bay Area.
- d. **Receive Discovery Meeting Update** – Tognazzini reported that SMG Consulting would moderate the meeting to be held at the Hampton Inn & Suites on January 27. Time TBD.

**ADJOURNMENT – 2:31pm**



# City of El Paso de Robles

*"The Pass of the Oaks"*

## Paso Robles City Library

### MINUTES OF THE LIBRARY BOARD OF TRUSTEES

January 12, 2017 ~ Paso Robles City Library, 1000 Spring Street, Paso Robles

*President Pamela Alch*

*Tina Lau; Michael Miller; Deborah Sharp; Bob Wandruff*

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#### CALL MEETING TO ORDER

President Alch called the meeting to order at 9:00 a.m.

#### ROLL CALL

Angelica Fortin, City Librarian, took roll as follows:

Members present: Alch, Miller, Wandruff, Lau

Absent: Sharp

City Staff: Julie Dahlen, Director, Community Services Department

Angelica Fortin, City Librarian

City Council rep: Councilman Jim Reed

#### PUBLIC COMMENTS -None

#### CONSENT AGENDA

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

#### DISCUSSION ITEMS

##### 2. CIPA Compliance

-After review and discussion, a motion was made by Trustee Miller, seconded by Trustee Wandruff, to approve the Library's compliance with the Children's Internet Protection Act. Motion passed. Voice vote: four ayes, no dissent.

#### ADJOURNMENT

Adjourned at 10:00 a.m. to the following:

-to the next regularly scheduled meeting of the Library Board of Trustees on Thursday, February 9, 2017, 9:00 a.m. in the Library Conference Room, 1000 Spring St.

*continued*



**These minutes were approved by the Library Board of Trustees at their February 9, 2017 meeting.**

Respectfully submitted by Angelica Fortin, City Librarian

AF/dr

Library Board of Trustees Minutes of January 12, 2017



# CITY OF EL PASO DE ROBLES

## *"The Pass of the Oaks"*

### PLANNING COMMISSION MINUTES

January 24, 2017

6:30 P.M.

#### Planning Commissioners Roll Call:

**Present:** Rollins, Barth, Davis, Agredano, Donaldson and Brennan

**Absent:** Burgett

**6:30 P.M.:** Planning Commission Meeting called to order

**General Public Comments Regarding Matters Not On The Agenda:** None

**Staff Briefing:** None

**Agenda Items Proposed to be Tabled or Re-Scheduled:** None

#### Public Hearings

##### 1. **Continued Public Hearing**

##### **Planned Development Amendment (PD 15-005) 2940 Union Road.**

##### **Applicant: Paso Highway Hotel Partners**

To approve a request to modify the approved Site Plan exhibit and Architectural Elevations exhibit for the approved Marriott Residence Inn to accommodate a change to a Fairfield Inn and Suites branded hotel.

##### **Open Public Comment**

**Speakers:** Bob Tuttle – Architect/Applicant  
Dale Gustin (Submitted document -see Attachment 1)  
Steve Baker

Closed Public Comment.

##### ***Action:***

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

**2. Tract Map 3098 and Planned Development (PD) 16-009**  
**APN 025-402-024, NW Corner of Union Rd. & Prospect Avenue**  
**Applicant - Union Road LLC**

To consider a request to subdivide an approximate 3.13-acre site into 9 single-family residential lots, within the Union/46 Specific Plan Area.

**Open Public Comment**

**Speakers:** Keith Crow –Applicant  
Andrew Berry - Applicant

Closed Public Comment.

*Action:*

- A.** A motion was made by Commissioner Barth, seconded by Commissioner Donaldson and passed 6-0-1 (Absent: Commissioner Burgett) to approve Resolution A as presented.
- B.** A motion was made by Commissioner Barth, seconded by Commissioner Donaldson and passed 6-0-1 (Absent: Commissioner Burgett) to approve Resolution B as presented.
- C.** A motion was made by Commissioner Barth, seconded by Commissioner Donaldson and passed 6-0-1 (Absent: Commissioner Burgett) to approve Resolution C with amendments to Condition 20 as follows:

Condition 20. In the event that the City is unable to obtain easements on the adjacent property to the west and gravity sewer is not available to Tract 3098, the subdivider will include sewer force main infrastructure within the subdivision from a City installed lift station in the southwestern portion of the subdivision to the existing gravity sewer in Prospect Avenue. Easements will be provided within the subdivision to accommodate the lift station. [If the force main project provides for a community benefit beyond the project area, then reimbursement could be applied for.](#)

**3. Planned Development (PD 16-006)**  
**600 12th Street, APN 009-093-039**  
**Applicant – Margaret Johnson, Martin Resorts**

To consider a new 23-room hotel expansion of Paso Robles Inn.

**Open Public Comment**

**Speakers:** Margaret Johnson – Applicant  
Julia Oberhoff  
Noreen Martin

Closed Public Comment.

*Action:*

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

**4. Second Review**

**Draft Planning Commission Handbook Review and Discussion**

**The Planning Commission will review the draft Planning Commission Handbook and consider adoption.**

**Open Public Comment**

**Speakers:** None

Closed Public Comment.

*Action:*

- A. A motion was made by Commissioner Barth, seconded by Commissioner Brennan and passed 6-0-1 (Absent: Commissioner Burgett) to adopt the Planning Commission Handbook as presented.

**Other Scheduled Matters:**

**5. Discussion of DRC schedule**

*Action:*

- A. The Planning Commission directed staff to agendize Planning Commission Liaisons for discussion on February 28, 2017.
- B. A motion was made by Commissioner Brennan seconded by Commissioner Barth and passed 6-0-1 (Absent: Commissioner Burgett) to approve DRC rotation. (See Attachment 2).

**Consent Calendar**

**6. Development Review Committee Minutes (for approval)**

November 21, 2016  
December 5, 2016  
December 19, 2016  
January 3, 2017  
January 9, 2017

**7. Planning Commission Minutes (for approval)**

January 10, 2017

*Action:*

- A. A motion was made by Commissioner Donaldson, seconded by Commissioner Brennan and passed 6-0-1 (Absent: Commissioner Burgett) to Consent Items #6 and #7 as presented.

**8. Other Committee Reports:**

*Planning Commission Minutes of January 24, 2017*

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- a. Parks & Recreation Advisory Committee: No Report
- b. Main Street Program: No Report
- c. Housing Constraints Advisory Committee: Director Report
- d. Short-Term Rentals City Manager's Task Force: Director Report

**9. Review of City Council Meetings**

January 17, 2017: Commissioner Davis Report

**Planning Commissioners' Comments**

**Staff Comments**

**Regular Meeting Adjourned at: 8:35 PM**

1/24/17 PC submitted information  
Warren - Dale Gustin  
this off



Eliminate any access to  
46 from Union Road  
and install T intersection  
signalization at Airport  
Road as is at Buena Vista  
14

Attachment 1

1/24/17 PC Review item

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Donaldson Agredano Brennan	Donaldson Rollins Brennan	Donaldson Rollins Barth	Agredano Rollins Barth	Agredano Burgett Barth	Agredano Burgett Davis	Brennan Rollins Davis	Brennan Rollins Donaldson	Brennan Rollins Donaldson	Burgett Barth Davis	Burgett Barth Davis	Burgett Agredano Davis

Conflict

Agredano	Rollins	Barth	Davis	Brennan	Donaldson	Burgett
5	6	5	5	5	5	5