



## City of El Paso de Robles

*"The Pass of the Oaks"*

### Paso Robles City Library

## MINUTES OF THE LIBRARY BOARD OF TRUSTEES

April 13, 2017 ~ Paso Robles City Library, 1000 Spring Street, Paso Robles

*President Pamela Alch*

*Tina Lau; Michael Miller; Deborah Sharp;*

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### CALL MEETING TO ORDER

Acting President Lau called the meeting to order at 9:10 a.m.

### ROLL CALL

Don Rader, Administrative Assistant, took roll as follows:

Members present: Miller, Lau, Sharp

Absent: Alch

City Staff: Angelica Fortin, City Librarian

City Council rep: Councilman Steve Gregory

### PUBLIC COMMENTS –None

### CONSENT AGENDA

1. A motion was made by Trustee Miller, seconded by Trustee Sharp, to approve the Minutes of the March 9, 2017 meeting. Motion passed. Voice vote: three ayes, no dissent.

### DISCUSSION ITEMS

2. No actions taken.

### ADJOURNMENT –Adjourned at 10:10 a.m. to:

-the Library Strategic Plan Workshop on Saturday, April 29, 10:00 a.m. in the Library Conference Room, 1000 Spring St.

-then to the next regularly scheduled meeting of the Paso Robles Library Board of Trustees on Thursday, May 11, 2017, 9:00 a.m. in the Library Study Group Room, 1000 Spring St.

**These minutes were approved by the Library Board of Trustees at their May 11, 2017 meeting.**

Respectfully submitted by Angelica Fortin, City Librarian

AF/dr

Library Board of Trustees Minutes of April 13, 2017



**City of PASO ROBLES**  
**AIRPORT COMMISSION**  
**MINUTES – REGULAR MEETING**  
April 20, 2017

**Emergency Operations Center, 900 Park St., Paso Robles**

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**CALL TO ORDER AND PLEDGE OF ALLEGIANCE – 6:30 PM**

**ROLL CALL**      Commissioners:      Martin Caskey, Eric Cook, Mitch Culver, Gary Marshall  
                         Absent:                      Tony Gaspar, Mike Nunno, Jerry Takier  
                         City Council:              Jim Reed (Liaison), John Hamon.  
                         Staff:                          Dick McKinley, Roger Oxborrow  
                                                      Warren Frace, Darcy Delgado, City Planning

**PUBLIC COMMENT** – Elliott Cannon expresses his difficulty with this meeting location and his ability to adequately hear the proceedings.

**CONSENT AGENDA**

1. Meeting Minutes – **A motion** by Mr. Marshall, seconded by Mr. Caskey, to approve the Consent Agenda as presented, passes unanimously. The agenda consists of the minutes of the March 23 Regular Meeting.

**PUBLIC HEARING**

2. Solar Project - Airport

Staff provides background information on the proposed project, including the review and approval process, an outline of the site selection process, and the economic benefits to the airport and to the City. Commission questions include required FAA notification (Form 7460.1), firefighting provisions and capabilities to respond to onsite emergencies, impacts on air quality (dust) from the project construction, airport speed limit, the removal of the equipment at the conclusion of the lease and any bonding to assure such, and the impacts of any exterior lighting during construction on airport operations.

Chairman Cook opens the public hearing. Richard Morton poses questions regarding any property taxes derived from the project and the ability to add on to the project with additional facilities, should the need arise. With no other comment, the public hearing is closed.

After discussion, **a motion** by Mr. Culver, seconded by Mr. Caskey, to recommend approval of this project to the Planning Commission passes with 4 affirmative votes; Commissioners Gaspar, Nunno and Takier being absent.

3. Lease Extension Request – Andros

The staff report on this item includes a history of the lease on this parcel and the more recent effort to extend the term of the lease to accommodate the lessee's growth and expansion on the airport. Mr. Caskey discloses his business association with Mr. Andros – that being the maintenance of his aircraft, however he has no business dealings with the agricultural equipment company, which is the lease site affected by this action.

The commission hears from Mr. Andros, the applicant, and his legal counsel, Sophie Treder, who provided additional background information on the business and the action being requested. Public comment is heard from Richard Morton in support of the action. Commission discussion consists of statements of support by each of the commissioners. **A motion** by Mr. Culver, seconded by Mr. Marshall to recommend approval of the requested lease extension to the City Council, passes with 4 affirmative votes; Commissioners Gaspar, Nunno, and Takier being absent.

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4. Airport Leasing Policy

Staff information includes a report on the City's effort to secure professional real estate support in addressing a number of issues currently under review within the City. The commission requested this support for airport lease issues at the last meeting.

Public comment is heard from Elliott Cannon, Richard Morton, and Jim Reed.

The commission reaffirms the uniqueness of this airport and the need to more clearly identify what the local market will bear, as opposed to making a great effort to compare this airport with a number of other airports in the region.

Chairman Cook suggests a possible approach might be to move this matter forward with a recommendation of approval of the final draft and make further amendments as future needs arise. To that end, he distributes a page of possible language to address the matters of Rental Rate and Periodic Escalation of Rents that remain unfinished in the document. He requests staff to forward this language to the commissioners who are absent. If there are no objections, he requests the text be inserted into the current document draft and that it be posted to the web site for public review. At the next meeting, the full document would be considered by the commission for recommendation to the City Council for adoption. Seeing general concurrence from the Commission, staff will proceed as directed.

5. Rules & Regulations Review

The staff report includes information on the assignment of the sub-committee and their effort to review the previous work of the Airport Advisory Committee in recommending changes and updates to the regulations document. A copy of the sub-committee's work is distributed to all. The sub-committee members added their comments as to the effort. Public comment is heard from Elliott Cannon, Jim Reed, and Richard Morton.

Staff is directed to post the draft document on the web site and make it available for public review with the intent that at the May 25 meeting, where the commission intends to do a final review and take action to recommend approval to the City Council.

6. AOPA Recommendation

The staff report provides an update on the effort thus far to prepare a proposal to host the AOPA Regional Fly-in in 2019 at Paso Robles. One element of the proposal is a resolution of the City Council supporting the event. The commission is requested to recommend approval of the resolution to the City Council.

Public comment is heard from Elliott Cannon and Richard Morton.

The Commission expresses general support of the effort. **A motion** by Mr. Marshall, seconded by Mr. Culver to recommend adoption of the resolution by the City Council passes with 4 affirmative votes; Commissioners Gaspar, Nunno, and Takier being absent.

**Director/Manager Update –**

Mr. McKinley reports on action by the Development Review Committee to consider a request for construction of outside storage on the airport lease site at 3020 Propellor Drive. No action by the commission is requested.

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**Director/Manager Update (continued) –**

The taxiway rehabilitation project is now ready to begin. It will be done in phases so as to not totally disrupt airport operations. The pre-construction meeting is this coming Wednesday.

Copies of the City Council Meeting Highlights report for the previous three council meetings are attached to the agenda packet for the commission to review.

**Commission Reports and Requests –**

Chairman Cook suggests that after the completion of the Airport Lease Policy and the Rules & Regulations review at the next meeting, a possible work project to engage in next would be a similar review and update of the Minimum Standards document for the airport. He requests staff to update the previous Commission Work Plan document and provide it at the next meeting for consideration of other possible projects.

**ADJOURN – 8:10 PM** Next Meeting: 6:30 p.m., May 25, 2017, at the EOC, 900 Park Street, Paso Robles.



# CITY OF EL PASO DE ROBLES

## *"The Pass of the Oaks"*

### PLANNING COMMISSION MINUTES

May 9, 2017

6:30 P.M.

#### Planning Commissioners Roll Call:

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

**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. Conditional Use Permit (CUP) 17-003**

**614 13th Street / APN 009-036-008**

**Applicant – Novelles Developmental Services**

A request to establish an Adult Day Care Program to be licensed for up to 35 individuals. The program would provide community and job skills training for adults with developmental disabilities. Training opportunities would occur on-site as well as off-site with prospective employers.

#### **Open Public Comment**

**Speakers:** Jenette Wistler – Applicant  
Dale Gustin

Closed Public Comment.

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

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

**2. Amendment - Conditional Use Permit 15-018**

**1311 Chestnut Street / APN 009-021-039**

**Applicant/Representative – Mark Foos**

**Owner – Tracy Burns**

A request to amend Conditional Use Permit 15-018 in order to amend a previously approved guest house addition to a detached garage by increasing its overall size and height at 1311 Chestnut Street.

**Open Public Comment**

**Speakers:** Mark Foos - Applicant  
Dale Gustin  
Dorothy Johnson  
Joe Antiuche

Closed Public Comment.

**Action:**

- A.** A motion was made by Commissioner Rollins, seconded by Commissioner Agredano and passed 7-0-0 to refer the project back to Development Review Committee (DRC) for height review.

**3. Zone Change 17-002 (ZC 17-002)**

**Wireless Communications Facilities Ordinance**

An amendment to the Zoning Ordinance amending Table 16.20.200 and adding Chapter 21.20B to the Paso Robles Municipal Code regarding Wireless Communications Facilities located on private property and within the Public Right-of-Way.

Applicant – City of Paso Robles

Location – Applies City wide.

**Open Public Comment**

**Speakers:** None

Closed Public Comment.

**Action:**

- B.** A motion was made by Commissioner Rollins, seconded by Commissioner Barth and passed 7-0-0 to approve Resolution A, recommending the City Council approve the proposed Wireless Communication Facilities code amendments to the Zoning Ordinance as presented.

**Other Scheduled Matters:** None

**Consent Calendar**

**4. Development Review Committee Minutes (for approval) -None**

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

April 25, 2017

*Action:*

- A. A motion was made by Commissioner Rollins, seconded by Commissioner Brennan and passed 7-0-0 to Consent Item #5 as presented.
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**6. Other Committee Reports:**

- a. Housing Constraints Advisory Committee: Director Report.
- b. Short-Term Rentals City manager's Task Force: Director Report.

**Planning Commissioners' Comments**

**Staff Comments:**

**Director's Comments:**

**Regular Meeting Adjourned at: 8:15 PM**



TRAVEL PASO ROBLES ALLIANCE MINUTES



Tuesday, April 25, 2017
1:00 – 3:00 P.M.

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

CALL TO ORDER 1:00pm

PRESENT Committee Members: Sandra Sage, Jesse Garza, Margaret Johnson, Angela McKee and Bill Roof. City Staff: Shonna Howenstine. TPRA Staff: Amanda Diefenderfer & Lauren Tognazzini. Augustine Ideas Staff: Lee Goddard & Alexis Kahn on conference line.

ABSENT Brittany Tonkin, John Arnold

GUESTS Jennifer and Brad Golden

PUBLIC COMMENT None.

CONSENT CALENDAR

- 1. Reviewed and Approved March Board Minutes – Angela McKee noted that she was absent from the March board meeting. Roof moved and McKee seconded a motion to approve minutes as changed, motion passed unanimously.

UPDATES & DISCUSSIONS

2. Community Relations & Events

- a. Received Presentation from Golden Events – Brad Golden presented a proposal for the TPRA to sponsor the Central Coast Live Halloween Harvest Costume Ball at Tooth & Nail Winery. Roof moved and Garza seconded a motion to support the event with in-kind marketing support with the dollar value amount to be determined.
b. Received and Filed Visit SLO CAL Regular Update – This item was tabled.

3. City Items

- a. Received and Filed Update on Citywide Tourism Outreach – Howenstine reported on the April tourism outreach meeting at Vina Robles Winery and noted the group will meet again in June to announce the handoff to the new DMO.

4. TPRA Restructuring

- a. Reviewed and Approved Special Meeting Minutes 3/7 – Sage moved and Roof seconded a motion to approve, motion passed unanimously.
b. Reviewed and Approved Steering Committee Meeting Minutes 3/29 – Minutes were accepted.
c. Received and Filed 4/12 Stakeholder Meeting Recap – Tognazzini reported that the meeting was not well attended, 5-6 vacation rental owners had questions.
d. Reviewed and Approved Special Meeting Minutes 4/14 – Johnson moved and Garza seconded a motion to approve, motion passed 4-1 with Roof abstaining.
e. Reviewed Transition Status, Timeline and Action Items – The new DMO had received 52% approval by the initial 4/14 deadline, which can be extended up to 6/20. If vacation rentals and/or RV parks oppose the new TBID/DMO, it is an option to take them out of the TBID and Management District Plan. Next steps are to formulate job descriptions, solicit applicants for board and staff and start the hiring process. Diefenderfer will send out an email to determine availability for the next steering committee meeting.





## 5. TPRA Admin

- a. **Received and Filed County STR Report**
- b. **Received and Filed TPRA Competitive Set STR Report**

## 6. Marketing

- a. **Reviewed and Approved April Marketing Committee Meeting Minutes –** Accepted by committee.
- b. **Received Recap of April Marketing Committee Meeting –** Tognazzini recapped.
- c. **Received and Filed March Monthly Marketing Report**
- d. **Received and Filed FAM Tour Planning Update**
- e. **Received and Filed Tour Operator/Meeting Planner Campaign Update**
- f. **Received and Filed Paso Mavericks Campaign Update**
- g. **Received and Filed Visit Widget Itinerary App Update –** Plan is to launch the widget during National Travel and Tourism Week.

## 7. Tour & Travel

- a. **Received and Filed IPW Update (June 3-7) –** Tognazzini reported that all 50 requests have been submitted, we will end up with about 40 appointments plus there is an online media marketplace for additional options. May translate documents into Mandarin. The event is June 3-7, 2017.
- b. **Received and Filed Rhone Rangers San Francisco Update (June 9-10) –** Tognazzini will be in the booth. This is a successful event and the booth will be similar to last year's.

## 8. Finance

- a. **Reviewed and Approved April Finance Committee Meeting Minutes -** Accepted
- b. **Received Recap of April Finance Committee Meeting –** Sage
- c. **Received and File BID Report for February –** Tognazzini noted that she is trying to pay some of next year's bills during this fiscal year, prior to the city's requested cutoff date.
- d. **Review and Approve 2016-2017 Budget Tracking Document-** Johnson moved and Garza seconded a motion to approve, motion passed unanimously.

## 9. Future Agenda Items

- 10. ADJOURNMENT –** McKee moved and Johnson seconded a motion to adjourn at 2:25PM. Motion passed unanimously.

# TRAVEL PASO ROBLES ALLIANCE STEERING COMMITTEE MEETING NOTES

Tuesday, May 2, 2017, 11:00 A.M.

MEETING LOCATION: PASO ROBLES INN BOARDROOM  
1103 SPRING STREET, PASO ROBLES, CA, 93446

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## CALL TO ORDER – 11:05 a.m.

**ROLL CALL**     **Committee Members:** Doug Ayres (absent), Kathy Bonelli, Sandra Sage, Jesse Garza, Margaret Johnson, and Matt Masia. **City Staff:** Tom Frutche (absent) and Shonna Howenstine. **TPRA Staff:** Amanda Diefenderfer. **Civitas Staff:** Nichole Farley.

## DISCUSSION

1. **Review and Discuss Action Items for Corporate Formation Process** - presented by Nichole Farley.
  - a. Articles of Incorporation – This will be submitted by Civitas to the Secretary of State on behalf of the Paso Robles Destination to complete one of the required steps of forming the 501c6. Chose to use the La Bellasera address for the initial street address of the corporation. This can be updated in the future as the corporation establishes an office location.
  - b. Bylaws – The first official meeting following final confirmation of the DMO at the third City Council Meeting on June 20, will include adopting these and appointing the board of directors. Reviewed the draft of bylaws provided by Civitas.
2. **Review and Discuss Action Items for DMO Transition**
  - a. Board Formation – Clarified earlier in the meeting. At the initial board meeting following the final City Council meeting on June 20, the steering committee will meet to review all board seat applications and to appoint the six designated lodging positions to the board. Then, those six board members will review applications for the three at-large board applications and appoint the final three seats. Finally, with all nine board members identified they will conduct the business of their first board meeting.
    - i. Lodging Property Seats – This opportunity will be promoted by email through “Promo Opps” of the Travel Paso Robles Alliance. The application process will include collection a completed application, a cover letter and a resume. The Steering Committee will then review application information and interview interested candidates to nominate the six lodging seats. The deadline for applications will be June 1, 2017.
    - ii. At Large and Vacation Rental Seats – Promotion of these seats will be the same as the lodgin property seats but will also be promoted through placing a newspaper ad in order to reach a broader audience. The deadline for applying to one of these seats will be 6/21. These three board members will be interviewed and selected by the six lodging property board seats.
  - b. Staffing/Contractors – Discussed that it is very important to begin gathering the information to compile an executive director job description and begin outreach to fill this position. Other staff and contractors will be hired once this position is filled so the Executive Director has input into the other roles. Civitas is to provide the Steering Committee with a proposal for the services they offer in Executive Director searches.
  - c. Office Space/Equipment – While there are some promising opportunities through considering the traing station location, the Steering Committee agreed that they should continue looking for other office space options.
  - d. Bank – This will be decided at the first board meeting of the DMO (after 6/20)
  - e. Accounting/Legal– This will be decided at the first board meeting of the DMO (after 6/20)
  - f. Current TPRA Assets (website, email, phone, storage) – All current TPRA assets will rollover to the new DMO to help continue promotion of the Paso Robles destination
  - g. Transition Messaging – Shonna will be phasing out of her position as early as June 20. From that point until June 30, all communications will be directed to Big Red Marketing. Closer to June 20, with a greater understanding of the potential to have an Executive Director in place by July 1, a plan will be developed for handling contacts and communication moving forward.
3. **Review of Timeline and Upcoming Deliverables**
  - a. May 2: City Council Meeting- Formation Resolution of Intent on Agenda, Civitas to attend for possible presentation, Steering Committee to attend for support
  - b. May 3: Mail – Formation Notice of Public Meeting Hearing

*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. May 16: City Council Meeting- Public Meeting on Formation of DMO, Steering Committee to attend and be prepared to speak in support if there is any opposition
- d. Mid-June: City Tourism Session

**ADJOURNMENT** – 12:30 p.m.



## TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE NOTES



Tuesday, May 9, 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:** Lee Goddard.

DISCUSSION

### 1. Receive and File Augustine Ideas Marketing Updates

- a. Spring FAM Tour Update – Augustine reported that they would send an itinerary by 5/10 and that a new contractor would be managing the FAM.
- b. Maverick Update – Augustine reported they were still in need of visuals and that they were planning to remove a few itinerary stops to better match other Maverick itineraries. They notes Best of Videos would be ready for review by 5/19.
- c. Brand Video Update – Augustine was reviewing committee feedback and would have a second revision by 5/19. It was discussed that additional b-roll was available from Dina Mande and that Augustine could review footage on website.
- d. Additional Projects
  - i. Monterey Visitor Targeting
  - ii. Cal Poly Parent Targeting
  - iii. Direct Flight Market Ad Opportunities – Augustine reported that a marketing schedule would be developed for the above three opportunities to be implemented at the start of the new fiscal year.
  - iv. Chamber Edition of Discovery Guide and Promotional Materials – Augustine reported this project was in process. They also reported a map handout was being developed for use by tourism partners.
  - v. NBC Bay Area – Captivate Update – Augustine reported that this opportunity was pending the finalization of the brand video.
- e. Creative Projects
  - i. Summer Billboard Refresh – Augustine presents options for a refresh of both billboards. Committee approved one billboard to feature Harris Stage Lines and the other to feature a bright food image.
  - ii. Meeting Planner and Tour Operator eBlasts -
  - iii. Website Updates – Photo/Video - Augustine noted that both photos collected during the Maverick campaign and “On the Road with Jo” videos were added to the website.
- f. Receive and Discuss POVs



i. Gentry – Wine Country Issue – Committee approved moving forward with a full-page ad in the June wine edition of this publication at a rate of \$2,347 including markup.

## 2. Receive and File Other Marketing Updates

- a. IPW – Delegate Representation – Tognazzini reported that due to staffing changes within Augustine, they would no longer be able to send a representative on behalf of TPRA. Committee recommended checking with the board to see what other representatives might be able to attend on behalf of TPRA noting the Chamber and PRWCA as possible representatives.
- b. Rhone Rangers – Booth Representation – Tognazzini reported that she was developing an interactive activity involving Maverick itineraries to be included in the TPRA lounge-style booth set up.
- c. MPI Membership – Tognazzini reported that TPRA had invested in a membership with Meeting Professionals International for new opportunities to reach this market. She noted the Southern California chapter had been selected based on Visit SLO CALs involvement in the Northern California chapter but that chapter affiliation could be changed at any time.
- d. Edible Publication – Tognazzini noted she was in conversation with the publication to provide joint ad opportunities with multiple geographic regions.
- e. Central Coast Live Halloween Ball Sponsorship – Tognazzini reported that the event would consider applying sponsorship benefits to TPRA's in-kind support and would determine that benefit level as the event planning progressed.
- f. Paso Robles Airport Display – Tognazzini provided photos of the completed display noting that a TV element may not be necessary to complete the aesthetics of the display. Committee recommended adding another wine element and legend noting where the items came from.
- g. Visit Widget – Tognazzini reported that the widget was planning to launch at the end of the week pending app approval and proper filtering. Committee discussed that the beacons should be placed at the Chamber and Carnegie library and the geofence should incorporate points in Templeton, San Miguel, 46 West and 46 East welcome sign. Committee discussed ways of promoting the widget including tabletop signage, handouts, Frisbees, Concerts in the Park, Chamber eFlyers and other opportunities. Committee also discussed desire to sponsor Concerts in the Park to build community awareness of TPRA.
- h. Chamber Partnership – Promo Materials – Tognazzini reported that the map and promotional items were in process.

**ADJOURNMENT – 2:31pm**



## TRAVEL PASO ROBLES ALLIANCE FINANCE COMMITTEE NOTES

Tuesday, May 9, 2017

9:00 – 10:00 a.m.

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



### CALL TO ORDER - 9:10am

**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** – Reviewed and approved by committee.
  - a. May and June – Retainers
  - b. Expenses (April 1 – May 5)
  - c. Mileage (April 1 – May 5)
  - d. Marketing Plan
  - e. DMO Info Sheet
2. **Augustine Invoices for Approval** – Reviewed and approved by committee.
  - a. Monthly Retainers – May and June
  - b. Digital Advertising – Adwords, Digilant
  - c. Other – Best Of #1 Video, Best Of #2 Video, Brand Video, Brand Video Creative, Spring FAM Tour Retainer, Chamber Discovery Guide, Billboard Hard Costs
3. **Other Invoices for Approval** – Reviewed and approved by committee.
  - a. Tourism Infrastructure Program
  - b. Civitas- May
  - c. STR
  - d. Visit Widget
  - e. Community Partnerships – AirFest, Great Western Bicycle Rally, Paderewski, Three Speckled Hens
4. **Pending Invoices Requiring Backup** – Reviewed by committee, held until back up received.
  - a. Digital Advertising – Q2 AdWords, Q2 Acuity
5. **Invoices Approved by Destination Manager for Committee Review** – Reviewed by committee.
  - a. Augustine – Mavericks (5), Sponsored Social Posts, Alaska Airlines Creative, Go West eBlast, Social Headers, Gentry (2), Visit Widget Implementation, Native Ad Creative, Chamber Ad, Stakeholder eBlast, Video Upload, Photo Upload, West Palms Ad, Passport Reprint, Billboard Creative
  - b. Other – Certified Folder, Safeguard
6. **Budget Tracking**
  - a. Receive IPW Delegate Update – Tognazzini reported that Augustine would not be able to send a delegate to IPW on behalf of TPRA. Delegate cost of \$1700 was past refund period. Committee suggested Shonna Howenstine attend as the second delegate. Howenstine noted she would confirm availability.
  - b. Receive and File BID Summary (one property not reported) – Reviewed by committee.
  - c. Receive and File FY 2016-17 Budget Tracking – Committee suggested attending Chamber Expo to help educate local businesses on TPRA efforts.
  - d. Review Fiscal Year Close Out Process – Committee agreed to meet later in the month to sign any outstanding invoices for processing in advance of the City's May 31 submission deadline.
7. **Marketing Opportunities for Review by Marketing Committee** – Committee agreed to move forward based on direction provided by marketing committee.
  - a. Summer Billboard Refresh – Est. \$3,387.85
  - b. Gentry Ad – Est. \$1,000+

**ADJOURNMENT – 9:53pm**



## TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, March 28, 2017

1:00 – 3:00 P.M.



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

### CALL TO ORDER 1:06PM

**PRESENT** **Committee Members:** Sandra Sage, Brittany Tonkin, John Arnold, Jesse Garza, Margaret Johnson (arrived after minutes were approved), Angela McKee and Bill Roof. **City Staff:** Tom Frutchet, Shonna Howenstine. **Big Red Marketing Staff:** Amanda Diefenderfer & Lauren Tognazzini. **Augustine Ideas Staff:** Lee Goddard & Brian Lange (on conference line)

**ABSENT** John Arnold, Angela McKee

**PUBLIC COMMENT** None

### CONSENT CALENDAR

1. **Review and Approve February Board Minutes** – Roof moved and Garza seconded a motion to approved minutes, motion passed unanimously.

### UPDATES & DISCUSSIONS

2. **City Items**
  - a. **Review Next Steps for Tourism Infrastructure Program** – The finance committee is reviewing the process and will bring a recommendation forward to the board.
  - b. **Receive and File Update on Citywide Tourism Outreach** – Howenstine announced that the next tourism session is on 4/7 at Vina Robles and will focus on Arts, Culture and Recreation.
3. **TPRA Restructuring**
  - a. **Review and Approve 3/7 Special Meeting Minutes** – Tabled.
  - b. **Review and Approve 3/14 Steering Committee Meeting Minutes** – Accepted.
  - c. **Receive Update on Finalized Management District Plan** – Diefenderfer presented the final version of the plan and a promotional flyer for the petition drive.
  - d. **Review Transition Timeline and Action Items** – No formal format required for the petition drive, per Nichole Farley of Civitas, the petition has been provided, signatures needed in blue ink. Frutchet offered to mail the petition out, the board accepted his offer.
    - i. **Schedule 4/14 Special Meeting for Formal Recommendation to City Council on TBID Structure** – Johnson moved and Garza seconded a motion to call a 4/14 Special Meeting, time TBD, to take formal action on a recommendation to City Council to restructure the TBID, motion passed unanimously. Tognazzini will contact board for availability.
  - e. **Review and Provide Feedback on Draft Annual Report** – Tognazzini requested that each board member review the document and send her feedback in time to approve the final version at the 4/14 meeting.
  - f. **Reviewed and Provided Feedback on Draft Marketing Plan** – One typo was corrected (pie chart should change 76% to 76.5%)
  - g. **Reviewed and Provided Feedback on Draft Budget – DMO and Renewal** Tognazzini requested that each board member review the document and send her feedback in time to approve the final version at the 4/14 meeting.
4. **TPRA Admin**
  - a. **Received and Filed County STR Report- January**
  - b. **Received and File dTPRA Competitive Set STR Report- January**
  - c. **Review and Determine Renewal of TPRA Competitive Set STR Report** – Sage moved and Tonkin seconded a motion to renew the STR Report subscription, motion passed unanimously.
5. **Community Relations & Events**
  - a. **Receive and File Visit SLO CAL Regular Update** – Diefenderfer reported that VSLOC is focused on new flights, producing co-op ads in new markets, etc.
  - b. **Review and Approve Chamber Partnership Opportunities** – Garza moved and Tonkin seconded a motion to accept the Chamber Partnership as presented with one change - that printed collateral be designed for wineries, restaurants and retail, as hotel front desks are limited on what they can display. Motion passed unanimously.
6. **Marketing**
  - a. **Review and Approve Mar. Marketing Committee Meeting Minutes** - Accepted
  - b. **Received Recap of Mar. Marketing Committee Meetings** –Tonkin recapped
  - c. **Received and Filed February Monthly Marketing Report** – Goddard and Lange reviewed the past months efforts and results
  - d. **Received and Filed Passport to Paso Campaign Recap** – 111 bookings, mostly at Adelaide Inn and La Bellasera (74 bookings)
  - e. **Received and Filed FAM Tour Planning Update**
  - f. **Received and Filed Tour Operator/Meeting Planner Campaign Update**



- g. **Received and Filed Paso Mavericks Campaign Update**
  - h. **Review and Discuss Kind Traveler Opportunity – Tabled**
- 7. Tour & Travel**
- a. **Received and Filed Go West Recap (Feb. 19-23)** – Tognazzini distributed leads to hotels, recommends continuing to attend; knowledge gained was applied to current marketing plan.
  - b. **Received and Filed Visit CA Outlook Forum Recap (Feb. 27-28)** – Tognazzini reported that the networking was beneficial.
  - c. **Received and Filed IPW Update (June 3-7)** – Appointments are being scheduled, please send Tognazzini requests or suggestions for outreach.
- 8. Finance**
- a. **Review and Approve Mar. Finance Committee Meeting Minutes** - Accepted
  - b. **Received Recap of Mar. Finance Committee Meetings**
  - c. **Received and Filed BID Report for January** \$97,000 rollover, will be spent on marketing to Monterey (Hwy 1 closure conquest campaign); Denver, Seattle (new flight markets).
  - d. **Review and Approve 2016-2017 Budget Tracking Document-** Tonkin moved and Roof seconded a motion to approve, motion passed unanimously.
- 9. Future Agenda Items**
- 10. ADJOURNMENT** Sage moved and Johnson seconded a motion to approve at 3:16PM, motion passed unanimously.











## TRAVEL PASO ROBLES ALLIANCE MARKETING COMMITTEE NOTES



Tuesday, April 11, 2017  
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 – 1:09pm

**ROLL CALL**     **Committee Members:** Jesse Garza, Angela McKee (arrived at 1:22, departed at 2:30pm) & Brittany Tonkin. **TPRA Staff:** Lauren Tognazzini. **City Staff:** Shonna Howenstine (absent). **Augustine Ideas Staff on Conference:** Alexis Kahn & Lee Goddard.

### DISCUSSION

#### 1. Receive and File Augustine Ideas Marketing Updates

- a. Spring FAM Tour Update – Augustine reported that 7 tour operators were confirmed for a mid-June FAM tour. Committee noted that they would like to see this group hosted mid-week, with an opportunity for lodging partners to participate/meet with operators through a reception or through planned itinerary stops.
- b. Maverick Update – Augustine reported that they had been in touch with the Historical Society and Estrella Warbirds to collect photo assets and anticipate completion of the itinerary and deliverables by mid-May.
- c. Brand Video Update – Augustine presented initial draft of video to committee. Initial reaction was that the video depicted the Western heritage too strongly and did not create the impression of an upbeat destination that would attract millennials. More content of downtown was desired. Tognazzini noted that b-roll was available through On the Road with Jo and could potentially be utilized in the video. Augustine noted they would provide a link for the committee to review further on their own and provide feedback to Tognazzini.
- d. Additional Projects
  - i. Monterey Visitor Targeting – Augustine reported that a landing page would need to be established to develop content for SEO purposes. Tognazzini clarified that the \$25k to be utilized to reach this audience would be in addition to the current ad budget.
  - ii. Cal Poly Parent Targeting – Augustine noted that reaching this specific audience would be difficult due to inability to target directly and the City of SLO's involvement in Cal Poly promotional efforts. It was recommended instead to try indirect efforts such as developing new website content for this audience, tailoring social posts to parents/alumni, looking at frat/sorority opportunities and efforts surrounding post-graduation stays. Tognazzini clarified that the \$5-10k to be utilized to reach this audience would be in addition to the current ad budget. Committee requested this campaign be added to the FY 17/18 6-month marketing plan and that efforts, in addition to those listed above, be directed towards

*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.*



- presence at Poly events like Mustang Madness, Open House, and Wow Week.
- iii. Direct Flight Markets- Augustine presented in-flight ad video opportunities noting costs between \$8,500-20,000. Committee determined the return would not warrant the cost and requested that Augustine look into ad opportunities in new direct flight markets.
  - iv. Chamber Edition of Discovery Guide – Augustine reported that they were in the process of updating the guide and incorporating a half-page Travel Paso ad.
  - v. IPW One-Sheets- Augustine reported that a fact sheet and What's New sheet would be updated soon for utilization at IPW in June.
  - e. Creative Projects – Augustine presented to committee for review.
    - i. Maverick Pages in Discovery Guide
    - ii. Beyond Magazine Visit SLO CAL Co-Op
    - iii. Meetings Section of Website
    - iv. Native Ads
  - f. Receive and Discuss POVs
    - i. Edible Silicon Valley – Committee passed on the print ad opportunity noting challenges with each publication being its own entity and not having the impact of a larger regional publication or the opportunity to create packages is multiple markets.
    - ii. TripAdvisor Targeted Ad Campaign – Augustine reported that ad opportunities on this platform did not garner the same return as similar platforms. Committee agreed and requested Augustine to review opportunities with other platforms like Expedia.

## **2. Receive and File Other Marketing Updates**

- a. Receive Visit Widget Update
  - i. Tognazzini showed a preview of the widget noting that the majority of elements could be revised should any branded elements change with the DMO transition. The planned launch date- Tourism Week, May 7-13. The app plan was also upgraded to the top tier including geotargeting, beacons and push notifications. Tognazzini would provide the committee with a link to the test site for feedback. Committee confirmed app name to be Travel Paso utilizing maroon dot treatment logo with the app opening image to reflect the downtown area. Committee requested to board review development status at next board meeting.
- b. Receive Chamber Partnership Update
  - i. Tognazzini noted an adjustment in Chamber agreement detailing that \$3,000 of the print budget was reallocated to promo materials as she was able to obtain much lower printing prices than originally quoted. Committee expressed a desired to have a map created as one of the promotional pieces.
- c. Review Rhone Rangers SF Representation (June 9-10)
  - i. Tognazzini reported that Big Red Marketing would be providing logistical support for the event and presented the opportunity for



Augustine to act as the media and consumer representative on behalf of Travel Paso at the event. Attendance was estimated at \$3,500. Committee agreed to utilize Augustine for representation at the event should a BRM representative not be available.

**ADJOURNMENT – 2:49pm**





## 7. Budget Tracking

- a. Receive and File BID Summary
- b. Receive and File FY 2016-17 Budget Tracking
  - i. Committee discussed methods of utilizing remaining budget. It was agreed to process committed 2017 Community Partnerships if possible, with the exception of Garagiste and the remaining West Palms invoice to be paid in the next FY. Committee also discussed applying budget to new direct flight market opportunities in addition to the opportunities identified by the marketing committee.

## 8. Marketing Opportunities for Review by Marketing Committee – Committee agreed to move forward with programs below based on the Marketing Committee's direction.

- a. Edible Silicon Valley – Est. \$250-\$6,200
- b. Cal Poly Parent Targeting – Est. \$5,000-\$10,000
- c. Monterey Visitor Targeting – Est. \$25,000
- d. Trip Advisor Ad Campaign – Est. \$10,000
- e. Rhone Rangers Partnership Representation – Est. \$3,500

ADJOURNMENT – 9:46am