



TRAVEL PASO ROBLES ALLIANCE AGENDA

Tuesday, May 23, 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

ROLL CALL **Committee Members:** Sandra Sage, Brittany Tonkin, John Arnold, Jesse Garza, Margaret Johnson, Angela McKee and Bill Roof. **City Staff:** Shonna Howenstine. **TPRA Staff:** Amanda Diefenderfer & Lauren Tognazzini. **Augustine Ideas Staff:** Lee Goddard.

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.

CONSENT CALENDAR

1. **Review and Approve April Board Minutes** - (Committee Action Required)

UPDATES & DISCUSSIONS

2. **Community Relations & Events**
 - a. Receive and File Visit SLO CAL Regular Update – John Arnold
 - b. Receive and File Update on Paso Robles Airport Display – Lauren Tognazzini
 - c. Receive and File Update on Booth Presence at Chamber Expo – Lauren Tognazzini
3. **TPRA Restructuring**
 - a. Review and Approve Steering Committee Meeting Minutes 5/2 - (Committee Acceptance Requested)
 - b. Receive and File 5/2 City Council Meeting Update – Amanda Diefenderfer
 - c. Receive and File 5/16 City Council Meeting Update – Amanda Diefenderfer
 - d. Review Transition Status, Timeline and Action Items – Amanda Diefenderfer
4. **TPRA Admin**
 - a. Receive and File County STR Report- March
 - b. Receive and File TPRA Competitive Set STR Report- March
5. **Marketing**
 - a. Review and Approve May Marketing Committee Meeting Minutes - (Committee Acceptance Requested)
 - b. Receive Recap of May Marketing Committee Meeting – Brittany Tonkin
 - c. Receive and File April Monthly Marketing Report – Augustine
 - d. Receive and File FAM Tour Planning Update – Augustine
 - e. Receive and File Tour Operator/Meeting Planner Campaign Update – Augustine
 - f. Receive and File Paso Mavericks Campaign Update – Augustine
 - g. Receive and File Visit Widget Itinerary App Update – Lauren Tognazzini
6. **Tour & Travel**
 - a. Receive and File IPW Update (June 3-7) – Lauren Tognazzini
 - b. Receive and File Rhone Rangers San Francisco Update (June 9-10) – Lauren Tognazzini
7. **Finance**
 - a. Review and Approve May Finance Committee Meeting Minutes - (Committee Acceptance Requested)
 - b. Receive Recap of May Finance Committee Meeting – Margaret Johnson
 - c. Receive and File BID Report for March – Lauren Tognazzini
 - d. Review and Approve 2016-2017 Budget Tracking Document- (Committee Action Required)
8. **Future Agenda Items**
9. **ADJOURNMENT** –

Upcoming Meetings:

Finance Committee Meeting – June 13, 2017 at 9 a.m. at Courtyard by Marriott Paso Robles
Marketing Committee Meeting – June 13, 2017 at 1 p.m. at Courtyard by Marriott Paso Robles
City Council Meeting – June 20, 2017 at 6:30 p.m. at Council Chambers (Board Attendance Requested)
TPRA Board Meeting – June 27, 2017 at 1 p.m. at Upstairs City Hall Large Conference Room