



TRAVEL PASO ROBLES ALLIANCE (BID) AGENDA

Tuesday, November 24, 2009
1:00 – 3:30 P.M.

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

CALL TO ORDER

ROLL CALL Committee Members: Kimberly Foo, Margaret Johnson, Noreen Martin, Matt Masia, Victor Popp, Bill Roof, Shawn Styler. Mental Marketing Staff: Maryann Stansfield. City Staff: Meg Williamson, Jim Throop and 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.

COMMITTEE BUSINESS

1. **Approval of October 27, 2009 Committee Meeting Minutes**

DISCUSSION

2. **Sunset Event**
Maryann Stansfield: MSC recommendation
3. **Financial Update**
Jim Throop, Maryann Stansfield
4. **Website Update**
Meg Williamson, Maryann Stansfield
5. **PR and SM update**
Maryann Stansfield
6. **Visitor Guide Fulfillment**
Maryann Stansfield
7. **SLO County Star Report Review**
Shawn Styler
8. **BID Renewal Schedule**
Meg Williamson
9. **Next Year Scope and Budget for Mental Marketing**
Committee Discussion

FUTURE AGENDA ITEMS:

- a. Letter of Understanding between City of Paso Robles and Mental Marketing
- b. SLO Regional Airport Marketing Presentation
- c. Process for BID renewal and Fiscal or Calendar Year Budget? (October)
- d. How Sunset ads/leads are shared among TPRA members
- e. City software accounting program to simplify reporting and tracking.

ADJOURNMENT Regular monthly meeting, December 22, 2009, 1:00 PM, City Hall Council Chambers, 1000 Spring Street