



# TRAVEL PASO ROBLES ALLIANCE AGENDA

Tuesday, January 24, 2012  
1:00 – 3:00 P.M.

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

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## CALL TO ORDER

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

## 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.

## PRESENTATION

1. **Wine Wrangler Night Tours**

## COMMITTEE BUSINESS

2. **Approve minutes from 11/16/2011 meeting**

## DISCUSSION

3. **Final Review of Marketing Plan**  
Maryann Stansfield
4. **Financial Update**  
Maryann Stansfield
5. **Marketing Update**  
Maryann Stansfield
6. **City Financial Forecast and Recovery Plan**  
Meg Williamson

## ADJOURNMENT TO:

- Recovery Planning Workshop Saturday, February 11, 2012, 9:00am, Library Conference Center, Downstairs, 1000 Spring Street, Paso Robles, CA.
- Regular TPRA Meeting Tuesday, March 27, 2012, 1:00pm to 3:00pm, Upstairs Conference Room, 1000 Spring Street, Paso Robles, CA.