



## TRAVEL PASO ROBLES ALLIANCE AGENDA

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**

### 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 & Alexis Kahn.

### 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 October Board Minutes** - (Committee Action Required)

### UPDATES & DISCUSSIONS

#### 2. TPRA Admin

- a. Receive and File County STR Report- September
- b. Receive and File TPRA Competitive Set STR Report- September
- c. Receive and File TPRA Structure Discovery Meeting Update – Lauren Tognazzini
- d. Determine December Board Meeting Date - (Committee Action Required)

#### 3. Community Relations & Events

- a. Receive and File Visit San Luis Obispo County Regular Update – John Arnold
- b. Review and Approve Recommendations for Community Partnership Program – Lauren Tognazzini - (Committee Action Required)
- c. Set Annual Mixer Date and Location - (Committee Action Required)
- d. Discuss and Determine PRWCA Hotel Membership Support FY 17-18 – Lauren Tognazzini - (Committee Action Required)

#### 4. Marketing

- a. Review and Approve Nov. Marketing Committee Meeting Minutes - (Committee Acceptance Requested)
- b. Receive Recap of Nov. Marketing Committee Meeting – Brittany Tonkin
- c. Receive and File Monthly Marketing Report – Augustine
- d. Receive and File Fall FAM Tour Update (Nov. 9-11) – Augustine
- e. Receive and File Paso Mavericks Campaign Update – Augustine
- f. Receive and File 2017 Hotel Month Campaign Update – Augustine
- g. Review and Discuss Board Interest in Wedding Print Ad Campaign – Lauren Tognazzini

#### 5. Tour & Travel

- a. Receive and File 2017 IPW Update – Lauren Tognazzini
- b. Receive and File Upcoming Trade/Consumer Show Schedule Update – Lauren Tognazzini

#### 6. Finance

- a. Review and Approve Nov. Finance Committee Meeting Minutes - (Committee Acceptance Requested)
- b. Receive Recap of Nov. Finance Committee Meeting – Margaret Johnson
- c. Receive and File BID Report for September
- d. Review and Approve 2016-2017 Budget Tracking Document- (Committee Action Required)

#### 7. Future Agenda Items

#### 8. ADJOURNMENT –

### Upcoming Meetings:

Finance Committee Meeting – December 13, 2016 at 9 a.m. at Courtyard by Marriott Paso Robles  
Marketing Committee Meeting – December 13, 2016 at 1 p.m. at Courtyard by Marriott Paso Robles  
TPRA Board Meeting – TBD at Upstairs City Hall Large Conference Room