

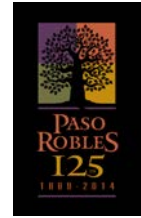


TRAVEL PASO ROBLES ALLIANCE MINUTES

Tuesday, April 22, 2014

1:00 – 3:00 P.M.

**MEETING LOCATION: CITY COUNCIL CHAMBERS, CITY HALL
1000 SPRING STREET, PASO ROBLES, CALIFORNIA 93446**



CALL TO ORDER 1:11 pm

PRESENT **Committee Members:** Victor Popp, Angela McKee, Margaret Johnson, Noreen Martin, John Arnold. **TPRA Staff:** Amanda Diefenderfer. **City Staff:** Shonna Howenstine, Meg Williamson. **Augustine Ideas Staff:** Lee Goddard, Carolyn Wooddall

ABSENT Matt Masia, Bill Roof

GUESTS Duane Picanco, Steve Martin

PUBLIC COMMENT None.

CONSENT CALENDAR

1. Approve Minutes from March Board Meeting

Angela McKee moved and Victor Popp moved to approved the minutes with changes, motion passed unanimously.

DISCUSSION

1. TPRA Admin Update

- a. Bylaw Revisions and TCC Revisions Update – City Council approved updated TPRA bylaws and TCC revisions.
- b. Industry Study Research – Deferred to next meeting
- c. Hotelier Outreach Update – Victor Popp and Amanda Diefenderfer visited 4 hoteliers, Matt Masia and Amanda also visited 4; all are happy with TPRA efforts to date. There are 6 hotels left to visit.

2. Marketing

- a. Review of Marketing Committee Meeting Minutes – Accepted by committee consensus.
- b. Augustine Ideas Marketing Report – Carolyn Wooddall reviewed the marketing efforts and results for March.
- c. Branding Update – Lee Goddard presented an update of brand concepts; the committee suggested

3. Tour, Travel and Consumer Shows

- a. Review IPW, Chicago – April 5 – 9. TPRA shared a booth with the county and had 69 appointments, the event was a success.
- b. Upcoming Sunset Celebration Weekend – May 31-June 1. The booth will be a miniature version of Paso Robles.
- c. Savor Involvement - Amanda Diefenderfer and AugustineIdeas are planning the Paso Robles booth now.

4. Finance

- a. BID Report – Accepted by committee consensus.
- b. 2014/2015 Budget - Margaret Johnson moved and Angela McKee seconded a motion to approve the budget; budget approved as presented.

ADJOURNMENT Margaret Johnson moved and John Arnold seconded a motion to adjourn at 3:00 PM, motion passed.

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.