



## PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, September 14, 2010  
3:30 P.M. to 5:00 P.M.

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

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**CALL TO ORDER** 3:32 P.M.

**PRESENT** Committeemembers: Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, and Pam Lyon. City Staff: Meg Williamson and Shonna Howenstine.

**ABSENT** Vivian Robertson, Stacie Jacob

**GUESTS** Steffanie Anglim, Anglim Winery

### **PUBLIC COMMENT**

None.

### **DISCUSSION**

#### **1. Approve Minutes of August 24, 2010 meeting**

Norma Moye moved and Mike Gibson seconded approval as read, minutes approved unanimously.

#### **2. Silver Buckle Club Wrap Up**

Mike Gibson and Pam Lyon reported that there are currently 8 SBC members on board. The link should go live on the PCCHA website by EOB today. The group suggested 1 logo vest per sponsor to keep costs down. Mike and Pam will discuss with Phil Benadum the possibility of having a wine auction or raffle to make up the shortfall. In the case of a raffle, the duties will be broken down as follows:

Mike Gibson and Pam Lyon will handle planning logistics

Margaret Johnson will have raffle tickets made

Matt Masia will talk to Stacie Jacob about gathering 50 bottles of wine from local wineries.

Shonna Howenstine will submit application to Attorney General's office for a drawing permit and host the drawing information at the Concierge desk and receive payments for raffle tickets.

#### **3. Tourist Signage**

Meg Williamson led a discussion on current "way-finding" signage efforts to date and plans for future efforts. Meg Williamson will touch base with the City's Community Development Director on current projects that may work in with signage efforts and request a presentation to the PCC on the Gateway Standards.

#### **4. Event Tool Kit**

Committee discussed the value of having a tool kit available for event organizers to help support their success and in turn bring more people to Paso Robles. Each membership group will provide a list of membership benefits that would/could benefit event planners which will be added to the tool kit. Meg Williamson, Shonna Howenstine and Freda Berman will continue to refine the City's tool kit. Discussion will continue at next regular PCC meeting.

#### **5. PCC Updates**

Norma Moye reported that Taste of Downtown/Arte de Tiza happens this weekend.

**ADJOURNMENT** Meeting was adjourned at 5:05 p.m.

**Paso Robles Tourism Mission:** The mission of tourism promotion is to realize the full economic potential of an integrated approach to brand Paso Robles as a premier Central Coast destination. Paso Robles can attract visitors by positioning the place, its assets and unique attractions.