



PROMOTIONS COORDINATING COMMITTEE AGENDA

Tuesday, October 13, 2009
3:30 P.M.

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

CALL TO ORDER

ROLL CALL Committee Members: Vivian Robertson, Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon. City Staff: Meg Williamson, 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

PCC COMMITTEE BUSINESS:

1. **Minutes of 9/08/09 PCC Meeting**
Consideration and action by all PCC members

DISCUSSION ITEMS:

2. **SLOCVCB Update**
Stacie Jacob
3. **Web Update**
Shonna Howenstine
4. **PCCHA Fundraising**
Pam Lyon and Mike Gibson
5. **TPRA Update**
Matt Masia

COMMITTEE REPORTS

Verbal updates from Committee members as time permits

ADJOURNMENT:

Adjournment to regular meeting of November 10, 2009, 3:30 PM at City Hall Upstairs Large Conference Room.



PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, September 8, 2009
3:30 PM

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

CALL TO ORDER Meeting was called to order at 3:33 PM.

ROLL CALL Committee Members: Vivian Robertson, Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon. City Staff: Meg Williamson, Shonna Howenstine. Mental Marketing Staff: Mark Elterman.

ABSENT Stacie Jacob

PUBLIC COMMENT

Pam Lyon invited the group to the chamber Mixer at the River Oaks Center on Wednesday, 9/9/09. Norma invited all to the Carnegie Library Opening on September 27, 1:00-5:00 PM.

PCC COMMITTEE BUSINESS:

1. Minutes of 8/11/09 PCC Meeting

Norma Moye moved to approve minutes as submitted, Mike Gibson seconded, motion passed unanimously.

DISCUSSION ITEMS:

2. SLOCVCB Update

Meg Williamson reviewed the City Council resolution approving the SLOCVCB funding and the Letter Agreement sent which notes certain expectations of the TPRA and PCC relative to their funding supports, as well as administrative logistics. Meg noted that the SLOCVCB had formed a Resource Council which she had been invited to sit on. As a Resource Council member, Meg will act as liaison between the SLOCVCB and the PCC and TPRA.

3. Web Update

Meg Williamson and Shonna Howenstine reported that a soft launch of the website will occur in September with PCC members being sent a link to look through the website once it is live. A promotional push will follow, likely in October, with assistance of the TPRA and their Getaway Giveaway Sweepstakes.

4. PCCHA Fundraising

Mike Gibson reported on his and Pam Lyon's meeting with Phil Benadum, Executive Director of the PCCHA. Pam Lyon and Mike Gibson suggested a plan of action to secure \$10,000 in sponsorship funds from local sponsors, and asked each PCC member to suggest three (3) potential local sponsors for Mike and Pam to approach. Pam Lyon will forward a draft of the sponsorship action plan for review.

5. Social Media Brand Standards and Letter of Understanding

Mark Elterman and Shonna Howenstine explained the Social Media Brand Standards and the "voice" of Paso Robles to be used on Social Media. Mike Gibson moved to approve the Brand Standards and for staff to begin drafting the letter of Understanding between the City of Paso Robles and Mental Marketing in regard to same. Vivian Robertson seconded and the motion passed unanimously.

COMMITTEE REPORTS

Mike Gibson reported that Mental Marketing will be submitting an article for the Chamber Newsletter about the TPRA marketing efforts and will also be offering social media workshops to Chamber members.

Matt Masia and Margaret Johnson reported that the TPRA is still getting up to speed.

Meg Williamson reported that Raven Railey of the Tribune will be doing an article about the Authentic California campaign and that she would refer Raven to PCC members for their insight.

Norma reported that the Olive Festival numbers were up from last year and the event was written up by the San Francisco Chronicle. She also reported that the first downtown bike rack was installed downtown, with more to be installed throughout the downtown.

Vivian reported that the NSHA entry and attendance numbers were up and that October will be a very busy month for the Paso Robles Event Center.

Pam reported that the Shakespeare Festival was a success and they are in negotiations for next year. The Cigar Conference Friday night ticket sales are going strong and may sell out, and Oaktobefest is coming up.

ADJOURNMENT: Meeting was adjourned at 5:15 PM.