



# TRAVEL PASO ROBLES ALLIANCE AGENDA

Tuesday, February 23, 2010  
1:00 – 3:30 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. Mental Marketing Staff: Maryann Stansfield. City Staff: Meg Williamson, Jim Throop and 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.

## COMMITTEE BUSINESS

1. Approval of January 26, 2010 Committee Meeting Minutes

## DISCUSSION

1. **Financial Update**  
Jim Throop, Maryann Stansfield
2. **Agenda Change Recommendations**  
Maryann Stansfield
3. **PR Updates**  
Maryann Stansfield
4. **Promotions & Events Update**  
Maryann Stansfield
5. **2010 - 2011 Marketing Plan and Budget Discussion**  
Maryann Stansfield

## FUTURE AGENDA ITEMS:

- a. Letter of Understanding between City of Paso Robles and Mental Marketing
- b. SLOCVCB Progress Update – John Summer
- c. City software accounting program to simplify reporting and tracking.

**ADJOURNMENT** Regular monthly meeting, March 23, 2010, 1:00 PM, City Hall Council Chambers, 1000 Spring Street