



## PROMOTIONS COORDINATING COMMITTEE MINUTES

Thursday, October 11, 2007  
2:00 P.M.

**MEETING LOCATION: CITY HALL/LIBRARY CONFERENCE CENTER (DOWNSTAIRS)  
1000 SPRING STREET, PASO ROBLES**

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### CALL TO ORDER 2:05 P.M.

**ROLL CALL** Committeemembers Vivian Robertson, Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon. City Manager Jim App, Assistant City Manager Meg Williamson, Tourism Promotions Support Staff Cathy David and Shonna Howenstine were present.

**PUBLIC ATTENDEES:** Jonni Biaggini SLO County Visitor Conference Bureau and Sean Styler, Holiday Inn Express

### DISCUSSION

**1. Housekeeping for the PCC**

M. Williamson, Assistant City Manager

Oath of Office administered by Deputy City Clerk Deborah Robinson, Form 700's and AB1234 Ethics Training requirements and scheduling reviewed.

PCC Meetings will be scheduled on an as needed basis.

**2. Update on Promotion Projects - March thru October of 2007.**

C. David, City Managers Office

Update received and filed.

**3. Promotions Coordinating Committee Budget**

M. Williamson, Assistant City Manager

Budget received and filed.

**4. Development of a Marketing Plan**

J. App, City Manager

The PCC reviewed Draft Marketing Plan.

A motion was made by Vivian Robertson to recommend adoption of the Marketing Plan and have City Manager Jim App prepare a Staff Report for the City Council to adopt the Marketing Plan without budget allocations, but including authorization to establish a City position of Tourism Coordinator at the November 6, 2007 Council Meeting. The motion was seconded by Matt Masia. Motion adopted unanimously.

**ADJOURNMENT 4:05 P.M.**

**The next meeting of the PCC will be held on Monday, October 29, 2007 in the City Hall/Library Conference Center at 2:00 p.m.**