



## PROMOTIONS COORDINATING COMMITTEE MINUTES

Wednesday, November 5, 2008  
1:00 P.M.

**MEETING LOCATION SAFETY CENTER, CSS CONFERENCE ROOM UPSTAIRS  
900 PARK STREET, PASO ROBLES**

---

**CALL TO ORDER** Meeting called to order at 1:05 p.m.

**ROLL CALL** Committee members present: Vivian Robertson, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson and Pam Lyon

**ABSENT** Stacie Jacob

### DISCUSSION

**1. Consideration of PCCHA Sponsorship - City Manager Jim App**

After discussion and review of the PCCHA Sponsorship request for ongoing sponsorship through 2014 and an overview of the current City Budget presented by City Manager Jim App a motion was made by Mike Gibson:

For the City to continue \$10,000.00 Sponsorship through 2014 and PCC Committee members will raise an additional \$10,000.00 by community donations through 2014.

Motion was seconded by Matt Masia and the motion passed.

**2. Update from the PRWCA per PCC Contract - Stacie Jacob**

Stacie Jacob was absent from the meeting. A PRWCA update will be conducted at the next meeting.

**3. Update from the PRCC per PCC Contract - Mike Gibson**

PRCC President/CEO Mike Gibson presented the quarterly report submitted to the City on the Visitor Center activities and website activities.

**4. Update from the Main Street Organization per PCC Contract - Norma Moye**

Executive Director Norma Moye presented the new Historic Highway 101 signs being installed along Spring Street and a picture board of how Spring Street has evolved over the years. Norma also presented current activities update from their partnership with the Paderewski Festival and Elegant Evening to holiday activities and review of the 2009 calendar of activities.

**5. Amgen Update - Cathy David**

ATOC LOC Operations/Sponsorship Director Cathy David gave an update on activities surrounding the upcoming Tour of California Stage 6 Finish in Paso Robles on Thursday, February 19, 2009.

**6. Website Update - Cathy David**

Cathy David informed that copywriters have completed their work in providing copy write for the Website. Next phase is design and formalize the data with N.I.T.

**7. Paso Robles BID Update - Margaret Johnson & Matt Masia**

Matt Masia and Margaret Johnson updated the PCC on the BID efforts and the remaining steps and timeline to finalize formation of the BID.

**8. Oaktoberfest Update/Results - Pam Lyon**

Pam Lyon gave an update on the Oaktoberfest, reporting that everyone had a great time and the event was a huge success. Attendance information from Hospice was not available in time for the meeting.

**9. Mid-Week Task Force Update - Cathy David**

Cathy David updated the PCC on recent efforts by the Mid-Week Task Force, which included creating a flyer specific to the PCCHA members encouraging them when planning a group get-away to consider Paso Robles. The function of the Mid-week task force was clarified as not being a sub-committee of the PCC, but an independent effort with common goals and an overlap of membership to the PCC.

**10. July 24, 2008 PCC Minutes**

The July 24, 2008 minutes approved unanimously by the PCC.

**ADJOURNMENT**

Shortly after 2:30, a motion was made, seconded, and passed to adjourn the meeting.