



## PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, June 24, 2008  
10:30 A.M.

**MEETING LOCATION: CITY HALL, LIBRARY CONFERENCE CENTER  
1000 SPRING STREET, PASO ROBLES**

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### CALL TO ORDER

**ROLL CALL** Committeemembers Vivian Robertson, Stacie Jacob, Norma Moye, Mike Gibson, Margaret Johnson, and Pam Lyon

**ABSENT** Matt Masia

**GUESTS:** Doug Mondo, Mid-Week Tourism and Thomas Reiss, Kraftwerks

### PRESENTATION

**1. Presentation of Mid-Week Tourism Group – Doug Mondo**

Doug Mondo presented work being done by the Mid-Week Tourism Group. The Mid-Week Tourism Group is made up of tourism professionals coordinating efforts to increase mid-week tourism.

### DISCUSSION

**2. Approve Minutes of February 27, 2008**

Vivian Robertson moved to approve the minutes as is, seconded by Norma Moye, motion passed by unanimous vote.

**3. Review and select a brand for Paso Robles – Thomas Reiss, Kraftwerks**

Option #1 was selected by the PCC. Thomas Reiss was asked to adjust the colors and bring the brand back to the PCC in two weeks.

Norma Moye moved to approve Option #1 as the PCC Brand with color adjustments to be made, seconded by Vivian Robertson, motion passed by unanimous vote.

### **3A PRWCA Report on 07/08 Efforts**

Executive Director of the PRWCA Stacie Jacob gave an update on the PRWCA 07/08 marketing efforts and the impact on the overall marketing of Paso Robles. The PCC received and filed the report.

**11:50 a.m. PRCC President/CEO Mike Gibson leaves meeting.**

### **4. 08/09 Budget Review**

08/09 Budget presented for review and approval. Vivian Robertson moved to approve 07/08 Budget, seconded by Norma Moye. Discussion followed and motion failed to pass due to lack of quorum.

**12:20 PREC President/CEO Vivian Robertson leaves meeting.**

### **5. Paso Robles Water Project Update**

City Manager Jim App updated the PCC on the Paso Robles Water Project and the impact of the water project.

### **PCC UPDATES**

**ADJOURNMENT at 12:47 p.m.**