



PROMOTIONS COORDINATING COMMITTEE MINUTES

Monday, January 12, 2009
10:00 A.M.

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

CALL TO ORDER Meeting called to order at 10:03 a.m.

ROLL CALL Committee members present: Vivian Robertson, Mike Gibson, Margaret Johnson and Pam Lyon. Assistant City Manager Meg Williamson, Tourism Promotions Support Staff Shonna Howenstine

ARRIVED AFTER ROLL CALL Norma Moya, Stacie Jacob

ABSENT Matt Masia

DISCUSSION

1. Approval of Minutes of 11-05-2008.

A motion was made by Vivian Robertson to approve the minutes. Motion was seconded by Mike Gibson and passed unanimously.

2. Motion to Change Agenda to Include an Amgen Tour Update.

It was moved, seconded, voted on and approved unanimously to include the update.

3. BID Status Report

Meg Williamson gave a verbal update on BID progress. **Norma Moya and Stacie Jacob arrive.** Progress report - BID taxes will take effect 2/1/09, they have put together a 7-member advisory board, they are continuing to meet to put together a marketing plan. Stacie Jacob recommended that the PCC and BID should meet and find a way to move forward with both bodies working together on a complimentary plan for marketing and promotions. No action taken.

4. Amgen Tour of California Update

City of Paso Robles Special Events Coordinator and Technical Director for the Amgen Tour of California LOC, Freda Berman, informed the group about the route; the downtown and Niblick Bridge look; street closures; the downtown "hard closure" from 7:00 pm on 2/18 to 7:00 pm on 2/19; Booster Club; Lifestyle Festival; Parking and shuttle information.

5. Establish Regular PCC Meeting Cycle

It was decided that the second Tuesday of the month at 3:30 pm in the City Hall large conference room would be the regular meeting. Meetings will be monthly for the first quarter of 2009, then switch to bi-monthly when the group has gotten caught up on outstanding agenda items.

The PCC will be following the regular Advisory Body model with a chair, vice chair, standardized agenda items, a “public comment” portion of each meeting, etc. Chair and Vice Chair will be chosen at the **next meeting February 10, 2009**. Stacie Jacob will conference call in, as she will be out of town.

It was also discussed that two members’ terms expire in June 2009. Stacie Jacob suggested that the PCC request Council renew both terms, since the group is just now instituting a regular meeting schedule and has laid good groundwork to begin building on. No action taken.

6. SLOCVCB Update

Stacie Jacob gave a verbal update, as a board member of the SLOCVCB and on the selection committee for the Executive Director position. The SLOCVCB board has opted to hire a consultant as a “change agent” for the next 6 months to evaluate the next steps to be taken in SLO County tourism promotions, including identifying a stable funding source, rather than relying on membership dues or government funding in an uncertain economy. City-specific BID efforts will be examined, as well as looking into the possibility of support for a county-wide BID.

7. PCC Member Updates

Stacie Jacob, Executive Director, Paso Robles Wine Country Alliance – Zinfandel Festival is 3/20 – 3/22, brochures are available; Anne Laddon is doing the artwork for Zinfandel Festival, Wine Festival and Harvest Wine Weekend. Each year one artist will do the art for all three festivals in order to better incorporate art into the Paso Robles experience; Saveur magazine is once again a partner in the Wine Festival and the PRWCA ran a full page Experience Paso Robles ad in the Saveur Top 100 issue; the PRWCA is starting their Grand Tasting Tour in Los Angeles and Orange County, since we are their drive market, and is now incorporating 4 local chefs into the tasting; January is Restaurant Month county-wide.

Margaret Johnson, COO, Martin Resorts - Indicated her interest in the preliminary planning meetings that are leading up to the first BID Advisory Committee meeting. She will be in touch with Noreen Martin to learn more of these efforts; the Paso Robles Inn has hired a customer service consultant for their restaurant operation.

Vivian Robertson, Executive Director, Paso Robles Event Center – Cal Poly Western Bonanza is set for 2/13 – 2/15; PCCHA Derby starts 3/7; currently booking Fair entertainment, not decreasing quality and keeping an upbeat and positive attitude; event calendar is full but the change in the economy has forced the Equine Experience to cancel; a State furlough is in effect and at some point PREC employees will be forced to take mandatory weekdays off, days of the week have not yet been decided; the new kitchen is under construction next to Commercial Building 2; there are plans for a Wine Plaza to be put in where the Ponderosa stage is currently, the style will be more upscale without a western theme.

Pam Lyon, Hospitality Director, Estrella Associates, Inc. – River Oaks Hot Springs is promoting a local package for Esprit du Vin with La Quinta and the 46 East wineries; EAI is running tourism updates on the front page of their website; EAI sent out 6,600 “Second Home” mailers from the Cottages with an opt-in program that offered a Wine Tasting Experience as a giveaway and got a strong response; Golf course business is up due to being the least expensive course in town; River Oaks Hot Springs collaborated with the Chamber by giving away free massages or hot springs soaks for each \$100 purchase downtown during the Christmas shopping season.

Mike Gibson, CEO, Paso Robles, Chamber of Commerce – Handed out the new visitors guide; Chamber is participating in the Amgen Tour of California call tree to build up Booster Club memberships; email blast and February newsletter will feature Amgen Tour of California; Women in Business is taking the Amgen Tour presentation this month; Legislative Committee is evolving into an Economic Development Committee and believes tourism is key to Paso Robles surviving the first quarter of 2009, Meg Williamson offered to help in the Economic Development effort.

Norma Moye, Executive Director, Paso Robles Main Street Association – Concentrating on family promotions; studies (unspecified area) show that attendance is down at all events except free events; Holiday events had a great turnout (30,000 at Vine Street Showcase, 2,000 at Light the Downtown and 65 Christmas parade entries); Norma handed out her Spring through Fall promotion calendar and her 2009 Calendar of Events.

8. Studios on the Park Presentation

Anne Laddon, Sasha Irving and Barbara Partridge showed the Studios on the Park introduction DVD in order to get input from the PCC members about a kick-off event. Meg Williamson explained the Follow the River Follow the Dream program and explained the opportunity for Studios and Follow the River to collaborate on an art festival for Memorial Day Weekend, described by Anne, Barbara and Sasha. PCC members expressed interest in the event with the stipulation that the Memorial Weekend date not become the permanent date yet. **Stacie Jacob left the meeting**, citing that she is in full support of this event. **Mike Gibson left the meeting**. Pam Lyon offered to meet with Studios to brainstorm ways to tie their concurrent Kruse Auction event in with Studios' proposed event. Studios would like the PCC to be in support of this event before they bring it before City Council. No action taken.

9. PCC Advisory Goals

Meg Williamson informed the group that a letter stating the goals of the PCC is due to City Council by January 19th. The remaining group quorum (Margaret Johnson, Pam Lyon, Norma Moye and Vivian Roberston) agreed that the top goal of the PCC is to stay the course with strong support of Tourism and Promotions during these rough economic times; Pam Lyon suggested that the message should expressly reference continued support of the approved Marketing Plan and support of the Paso Robles BID efforts. The quorum agreed unanimously. Meg Williamson will draft a communiqué to reflect the PCC recommendation and share with the entire group.

ADJOURNMENT

At 12:32 pm the meeting was adjourned.