



PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, February 10, 2009
3:30 P.M.

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

CALL TO ORDER Meeting called to order at 3:37 p.m.

ROLL CALL Committee members present: Vivian Robertson, Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, and Pam Lyon. Assistant City Manager Meg Williamson, Tourism Promotions Support Staff Shonna Howenstine.

ABSENT Margaret Johnson

DISCUSSION

1 COMMITTEE BUSINESS

1. Approved Minutes of 1-12-09 PCC Meeting

Consideration and action by all PCC members

Vivian Robertson moved to approve, seconded by Pam Lyon. Motion carried by unanimous vote.

2. Election of PCC Chair and Vice Chair

Consideration and action by all PCC members

Stacie Jacob nominated Matt Masia as Chair, seconded by Vivian Robertson. Matt accepted the nomination and was elected by unanimous vote.

Mike Gibson nominated Pam Lyon as Vice Chair, Stacie Jacob seconded. Pam accepted the nomination and was elected by unanimous vote.

DISCUSSION

3. Paso Robles Festival of the Arts (with Studios on the Park)

M. Williamson, Assistant City Manager – consider recommendation to City Council for future event in City Park

The committee expressed their support for this event and will draft a letter to be read at City Council on 2/17 stating the same. Matt Masia stated he would be in attendance to read the letter on behalf of the PCC.

4. Paso Robles Tourism Study – Marketing Directions Draft Report

M. Williamson, Assistant City Manager – discussion of draft report & schedule future Q&A session if desired

The committee suggested a few changes within the report for clarification. There was consensus that an appropriate next step would be to schedule a phone conference with SMG (Carl Ribaud) to

answer questions and discuss the marketing strategy recommendations. The Committee expressed hope that the BID Advisory Committee would have interest in jointly discussing the SMG Study and evaluating mutually beneficial marketing strategies.

5. Visitor Web Site Update

M. Williamson, Assistant City Manager – verbal update

Meg Williamson provided a verbal update on the website progress, including Kraftwerk's ability to do website design and coordination of site construction with NIT within the framework of their existing logo design contract. The data base and site mapping is complete along with photography and text. A preliminary web site design could be presented as early as April, with the site up and functional in Summer 2009.

6. PCC Member and Staff Updates

Opportunity for each PCC member and City Staff to present brief updates of respective tourism related efforts

PCC members provided individual verbal updates.

FUTURE AGENDA ITEMS:

- Paso Robles Tourism/Marketing Study – Phone Conference with SMG (Ribaudó)
- Brand Standards
- Web Site Design presentation

ADJOURNMENT AT 5:00 P.M