



PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, April 14, 2009
3:30 P.M.

**MEETING LOCATION: PASO ROBLES CITY HALL LARGE CONFERENCE ROOM UPSTAIRS
1000 SPRING STREET, PASO ROBLES, CALIFORNIA 93446**

CALL TO ORDER

ROLL CALL Committee Members: Vivian Robertson, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon. Staff: Shonna Howenstine.

ABSENT Stacie Jacob

PUBLIC COMMENT

Barbara Partridge spoke about the Paso Robles Festival of the Arts, requesting that the committee refer any businesses or organizations that have money to the Festival to help purchase advertising in Bakersfield in order to bring more people to stay overnight during the Festival.

PCC COMMITTEE BUSINESS:

1. Minutes of 3-10-09 Joint PCC/BID Meeting

Vivian Robertson moved to approve the minutes without changes, Norma Moye seconded, motion passed unanimously.

PRESENTATIONS:

2. SLO Regional Airport Marketing Presentation

Presentation by Richard Howell – General Manager for Airport Services at the San Luis Obispo Airport reported on the state of current air travel, what SLO is doing to put together an incentive package to bring a larger plane to SLO and the different options for supporting the effort. No action was taken.

DISCUSSION ITEM:

3. Paso Robles Tourism Study – Marketing Directions Report

Mike Gibson moved to receive and file the report with the suggested changes discussed at the 3/10/09 joint meeting with the BID, Vivian Robertson seconded and the motion passed unanimously.

4. Website Status Report

Shonna Howenstine reported that the designs should be presented to the group at the next regular PCC meeting and that the BID has opted to use and build on to the City website rather than build a separate website.

5. Merchandise Vending of Branded Logo

Mike Gibson reported that he had been approached by the PRWCA to sell their branded apparel during the Wine Festival, which led to the idea of selling the Authentic California merchandise through the Visitor Center, and would form a subcommittee with Stacie Jacob and Meg Williamson to discuss options for moving forward. Vivian Robertson moved to accept the Paso Robles Chamber of Commerce's offer to merchandise the Authentic California logo items with the condition that the arrangement be revisited on an annual basis and a Letter of Understanding be drawn up to formalize the arrangement.

6. Events – Development of Policies/Protocols

Discussion by all PCC members of event endorsement criteria, master calendaring, billboard use, etc. was tabled for future Committee discussion.

7. Festival of the Arts Status Report

Verbal update by Shonna Howenstine

COMMITTEE REPORTS

Shonna Howenstine, at the request of Mike Gibson, reported on the results of the Amgen Survey and also reported on National Train Day and suggested tying in National Tourism Week with National Train Day, Matt Masia suggested having a proclamation made in honor of National Tourism Week to be read at City Council.

FUTURE AGENDA ITEMS: Brand Standards & Web Site Design

ADJOURNMENT: Meeting adjourned at 4:51PM.