



PROMOTIONS COORDINATING COMMITTEE MINUTES

- SPECIAL MEETING -

**Tuesday, June 30, 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 Meeting was called to order at 3:35 P.M.

ROLL CALL Committee Members Present: Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon. City Staff: Jim App, Meg Williamson, Shonna Howenstine. TPRA Liaison Maryann Stansfield of Mental Marketing.

ABSENT Vivian Robertson

PUBLIC COMMENT

No public comments were made.

DISCUSSION ITEM:

1. Tourism & Marketing Program Budget – FY 2009/2010

Matt Masia moved to reappropriate the Promotions budget funding (details listed below) to establish a line item of \$19,600 for funding the SLOVCB partnership. Pam Lyon seconded. Motion passed with Mike Gibson and Norma Moye dissenting.

Contingent on ratification by their respective Boards, each partner will reduce their funding by the following amounts: Paso Robles Wine Country Alliance \$3,000. River Oaks Hot Springs events \$3,500. Chamber of Commerce \$4,500. Main Street \$4,600. Tourism Department Printing, \$4,000. A revised budget for the City's Tourism program allocation, reflecting this recommended action is attached to these minutes.

2. SLOVCB Funding

Matt Masia moved to fund the SLOVCB partnership at \$19,600 for one year contingent upon the Travel Paso Alliance providing the balance to fully fund the partnership. Margaret Johnson seconded and the motion passed unanimously.

COMMITTEE REPORTS

No reports were made.

FUTURE AGENDA ITEMS:

Presentation of BID Marketing Plan
Social Media Plan
Website Timeline and Implementation Plan

ADJOURNMENT: Meeting adjourned at 5:10 P.M. The PCC will reconvene on August 11, 2009 at 3:30 P.M. at City Hall Upstairs Conference Room unless action needs to be taken sooner.