



## PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, October 13, 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: Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, Pam Lyon.  
City Staff: Meg Williamson, Shonna Howenstine. Guests: Bill Roof of Hampton Inn and Suites.

**ABSENT** Vivian Robertson, Margaret Johnson

### PUBLIC COMMENT

No public comment.

### PCC COMMITTEE BUSINESS:

#### 1. Minutes of 9/08/09 PCC Meeting

Norma Moye moved and Mike Gibson seconded to approve minutes unchanged.

### DISCUSSION ITEMS:

#### 2. SLOVCB Update

Stacie Jacob gave a presentation on Savor Central Coast, a lifestyle event presented by the SLOVCB in association with Sunset Magazine and to include all interested cities in the county.

#### 3. Web Update

Shonna Howenstine reported that the website is live with all of the content changes up to date and many of the listing changes accomplished. Calendar of events is still being added to and will continue to be updated weekly. It was suggested that "Equestrian" be added to the Attractions page and that all PCCHA events should be reflected on the calendar.

#### 4. PCCHA Fundraising

Pam Lyon and Mike Gibson reported that a sponsorship list will be available next week for distribution to the PCC, still need names from Matt Masia and Margaret Johnson. The sponsorship letter has been approved by Phil Benadum of the PCCHA, as well as the bi-annual payments (February and August) for PCC sponsorship. A meet and greet for potential sponsors is tentatively being planned for October 31<sup>st</sup> at the PREC during the Futurity. Pam will send out an invite when it's confirmed.

#### 5. TPRA Update

Matt Masia gave an overview of the TPRA efforts including media visits and advertising.

### COMMITTEE REPORTS

**ADJOURNMENT:** Meeting was adjourned at 3:30 pm.