



## PROMOTIONS COORDINATING COMMITTEE MINUTES

Thursday, October 29, 2007  
2:00 P.M.

**MEETING LOCATION: CITY HALL/LIBRARY CONFERENCE CENTER (DOWNSTAIRS)  
1000 SPRING STREET, PASO ROBLES**

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### CALL TO ORDER 2:05 P.M.

**ROLL CALL** Committeemembers Vivian Robertson, Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon, City Manager Jim App, Assistant City Manager Meg Williamson, Tourism Promotions Support Staff Cathy David were present.

**PUBLIC ATTENDEES:** Jonni Biaggini SLO County Visitor Conference Bureau and Shawn Styler, Holiday Inn Express

### DISCUSSION

**1. Marketing Plan – Staff Report for City Council**  
J. App, City Manager

Review of Marketing Plan Staff Report scheduled for November 6, 2007 City Council Meeting. The PCC approved the Marketing Plan Staff Report as is for the November 6, 2007 City Council Agenda.

**1. SLO VCB Presentation – Jonni Biaggini**

Presentation made by Jonni Biaggini the Executive Director of the SLO VCB on services and promotional opportunities members receive from the SLO VCB. Membership for the City of Paso Robles is \$36,176.00.

**3. Marketing Plan Components**  
J. App, City Manager

**A. Website – Plan/Proposal**

Presentation made to the PCC by City IT Manager Dave McCue and City Web Specialist Caryn Jackson on research completed to date on a City Visitor Website.

- B. Contractor Options:
- Branding
  - Public Relations

City Manager Jim App updated the PCC that he has received the following Consultant referrals:

Tom Reiss – Kraftwerk Design  
Pierre Rademaker – Pierre Rademaker Design  
Denise McClean – Mode Communications  
Jonnie Biaggini – San Luis Obispo County VCB  
Starr Hall – 2 Point Media  
Maggie Cox – Barnett Cox  
Stacie Jacob – Paso Robles Wine Country Alliance

A request for proposal will be prepared by City Staff, approved by the PCC and then sent to the above Consultants for a bid and award by City Council

**4. Miscellaneous**

J. App, City Manager

A. Billboards

- Lease Agreement  
PCC authorized staff to enter into the following lease agreement with Mr. Paul Smith.  
January 1 through December 31, 2007      \$5,750.00  
January 1 through December 31, 2008      \$6,000.00  
January 1 through December 31, 2009      \$6,250.00  
**Increase of \$100 per year in the increments to \$350.00 per year**  
January 1 through December 31, 2010      \$6,600.00  
January 1 through December 31, 2011      \$6,950.00  
**Payments to be made on or after January 1<sup>st</sup> for the prior year.**
- Installation of lights/repair – northern billboard  
PCC authorized staff to have South Valley Electrical Contractors, Inc. install new lights and timer on billboards per bid at a cost of \$2,500.00

- B. PCCH Futurity – update on the current PCCHA Futurity currently going on the Paso Robles Event Center.
- C. Current Membership Offers and Advertisement – the PCC advised staff not to enter into any membership or advertising until branding and public relations have been completed.
- D. Review of 10-11-07 Minutes – Motion made by Stacie Jacob to approve the 10/11/07 Minutes with correction; seconded by Vivian Robertson; motion passed.

**ADJOURNMENT 4:00 P.M.**

**The next meeting of the PCC will be held on Thursday, November 29, 2007 in the City Hall/Library Conference Center at 2:00 p.m.**