

RESOLUTION NO. 16-063

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AUTHORIZING THE CITY MANAGER TO EXTEND PROFESSIONAL SERVICE CONTRACTS  
WITH PASO ROBLES MAIN STREET, CHAMBER OF COMMERCE AND PASO ROBLES WINE  
ALLIANCE THROUGH AUGUST 31, 2016

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WHEREAS, the City's adopted Marketing Plan includes the key elements of: a) Hospitality Services and Visitor Event support; b) Branding and Visitor Website development; and c) Public Relations that build on the platform of the Wine and Culinary industries; and

WHEREAS, the City currently contracts with the Paso Robles Main Street, Paso Robles Chamber of Commerce and Paso Robles Wine Alliance for various marketing, visitor services, public relations and promotion activities per the City's Marketing Plan; and

WHEREAS, their current service contracts are scheduled to expire on June 30, 2016 and the contract extension process is underway with respective parties; and

WHEREAS, additional time for detailed negotiations would be prudent in light of evolving tourism efforts in Paso Robles and each organization has been contacted and has welcomed the additional opportunity of time to discuss proposals for the extension of their respective contracts; and

WHEREAS, during this two-month extension, each group will continue to provide uninterrupted tourism services as established by the scope of their current respective contracts.

THEREFORE, BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles, that the City Manager is authorized to extend the professional service contracts for tourism related services with the Paso Robles Main Street, Chamber of Commerce, and the Paso Robles Wine Country Alliance through August 31, 2016 subject to their current terms, conditions, and payment schedules.

APPROVED by the City Council of the City of El Paso de Robles on the 7<sup>th</sup> day of June 2016 by the following vote:

AYES: Strong, Gregory, Hamon, Reed, Martin  
NOES:  
ABSENT:  
ABSTAIN:

  
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Steven W. Martin, Mayor

ATTEST:  
  
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Kristen L. Buxkemper, Deputy City Clerk