



## PROMOTIONS COORDINATING COMMITTEE MINUTES

Wednesday, February 27, 2008  
1:30 P.M.

**MEETING LOCATION: SAFETY CENTER – EOC MAIN  
900 PINE STREET, PASO ROBLES**

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**CALL TO ORDER AT 1:38 P.M.**

**ROLL CALL** Committeemembers Vivian Robertson, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, and Pam Lyon

### DISCUSSION

**1. Approve Minutes of November 29, 2007**

J. App, City Manager

Mike Gibson moved to approve the minutes as is, seconded by Matt Masia, motion passed by unanimous vote.

**2. Update of Memorial Day Weekend Events – Pam Lyon**

J. App, City Manager

Pam Lyon provided the PCC with an update on tentative events planned for Memorial Day weekend.

**3. Recommendations for Branding and Public Relations Consultants**

J. App, City Manager

Jim App and the interview committee gave an over on the interviews held on February 20, 2008 for Branding and Toolkit Development and Public Relations Consultants. The interview panel consisted of:

City Manager Jim App  
Assistant City Manager Meg Williamson  
PCC Member – Director of Hospitality Estrella Associates, Inc. Pam Lyon  
PCC Member – Executive Director Paso Robles Main Street Norma Moye  
Executive Secretary – Tourism Promotions Cathy David  
Tourism Promotions Coordinator Shonna Howenstine

Recommendation to enter into contracts with:

- Kraftwerks for Branding
- Paso Robles Wine Country Alliance for Public Relations.

**ADJOURNMENT AT 3:00 P.M.**