



## PROMOTIONS COORDINATING COMMITTEE MINUTES

Thursday, July 24, 2008  
2:00 P.M.

**MEETING LOCATION: SAFETY CENTER, EOC MAIN CONFERENCE ROOM  
900 PARK STREET, PASO ROBLES**

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### CALL TO ORDER – 2:07 P.M.

**ROLL CALL** Committeemembers Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, and Margaret Johnson

**ABSENT** Vivian Robertson, Pam Lyon

**ATTENDEES** Mayor Pro-Tem Gary Nemeth

### DISCUSSION

**1. Approve Minutes of June 24, 2008**

Motion made by Norma Moye seconded by Mike Gibson to approve the minutes to the following correction to Item 4 of the June 24, 2008 Minutes:

4. *08/09 Budget presented for review and approval. Vivian Robertson moved to approve 07/08 Budget, seconded by Norma Moye.*

*A discussion followed and at 12:20 PREC President/CEO Vivian Robertson leaves meeting for another meeting. The discussion continued after Vivian Robertson left and motion failed to pass due to lack of quorum.*

The motion passed motion passed, with Matt Masia abstaining.

**2. Approval of the Brand by Kraftwerk Design**

Option #1, Modified Colors #2 was selected by the PCC unanimously. Staff will prepare a report for the City Council's final approval on August 5, 2008.

Stacie Jacob moved to approve Option #1, Modified Colors #2, seconded by Margaret Johnson, motion passed by unanimous vote.

**3. 08/09 Budget Review**

The PCC discussed the continuation of current tourism and promotional efforts as established in the City's Marketing Plan.

Norma Moye moved to recommended that the Council adopt the FY2008-2009 budget and Margaret Johnson seconded and on a 4-1 vote with Mike Gibson dissenting, the motion passed. Staff will prepare a report for the City Council's final approval on August 5, 2008.

**4. Amgen Tour of California**

City Manager Jim App updated the PCC on the Amgen Tour of California and the efforts it took to get the Tour of California.

**5. Hotel Marketing Plan**

City Manager Jim App updated the PCC on the Hoteliers B.I.D. Marketing Plan. The marketing plan should be completed within 10 working days. The PCC will meet again to review the hoteliers marketing plan.

**PCC UPDATES**

Main Street Executive Director Norma Moyer updated the PCC on the joint efforts of the Paderewski Festival and Elegant Evening in a partnership with Steinway Pianos incorporating live music into Elegant Evening.

**ADJOURNMENT – 3:20 P.M.**