



TOURISM AND LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT COMMITTEE MINUTES

**Tuesday, April 14, 2009
1:00 – 2:30 P.M.**

**MEETING LOCATION: UPSTAIRS LARGE CONFERENCE ROOM, CITY HALL
1000 SPRING STREET, PASO ROBLES, CALIFORNIA 93446**

CALL TO ORDER The meeting was called to order at 1:16PM

ROLL CALL Committee Members: Margaret Johnson, Noreen Martin, Victor Popp, Bill Roof, Shawn Styler. Guests: MaryAnn Stansfield, Mark Elterman and Bill Stansfield of Mental Marketing. City Staff: Jim Throop, Director of Administrative Services; Dave McCue, IT Manager; and Shonna Howenstine, Tourism Coordinator.

ABSENT Kimberly Foo, Matt Masia

PUBLIC COMMENT

No speakers.

COMMITTEE BUSINESS

DISCUSSION

1. Web Site Development

MaryAnn Stansfield of Mental Marketing discussed the pros and cons of joining the City site versus producing a stand-alone Lodging site with the recommendation that the committee join with the City's website. Noreen Martin moved to accept Mental Marketing's recommendation with the conditions that the following questions be answered:

- a. How was it decided who would be included on the City tourism website? (City to address)
- b. Can Bed and Breakfasts and Vacation Rentals within the city limits volunteer to be part of the BID? (City to address)
- c. How can the Lodging page of the website be enhanced to add value to BID members without websites to link to? (Mental Marketing to address)
- d. How will the visibility of BID member properties be raised on the City site? (Mental Marketing to address)

Bill Roof seconded, motion carried unanimously.

FUTURE AGENDA ITEMS:

- Answers to Website Questions
- Mission Statement
- Marketing Results Measurement
- Marketing Plan Execution Planning

ADJOURNMENT Meeting was adjourned at 2:43 PM.