

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: Promotions Coordinating Committee – Extension of Term Assignments

DATE: May 19, 2009

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NEEDS: For the City Council to consider extending the term of two Promotions Coordinating Committee assignments.

- FACTS:
1. The City Council established the Promotions Coordinating Committee (PCC) in August of 2007 as part of the restructuring of City wide tourism and promotion efforts.
  2. The Promotions Coordinating Committee (PCC) is an advisory body to the Paso Robles City Council whose main purpose is to assist the City Council in formulating and overseeing community tourism promotions. In addition, the PCC is responsible for developing and overseeing a detailed marketing plan, and recommending an annual marketing budget.
  3. The Promotions Coordinating Committee (PCC) has seven members including the CEO/Executive Directors of Wine Country Alliance, Events Center, Main Street, & Chamber of Commerce as well as two hoteliers and one business person with significant marketing expertise.
  4. The majority of the committee membership is fixed with three members appointed by Council, with limited terms. These limited terms apply to the hotel and private business representatives only. Of these three limited terms, two are for two year terms, and one is for a three year term. Current terms and appointments are illustrated below:

	Date of Appointment	Term Expires
Vivian Robertson, CEO Paso Robles Events Center	8/7/2007	Fixed
Stacie Jacobs, Exec Director Wine Country Alliance	8/7/2007	Fixed
Norma Moye, Exec Director PR Main Street Association	8/7/2007	Fixed
Mike Gibson, CEO PR Chamber of Commerce	8/7/2007	Fixed
Matt Masia	8/7/2007	07/31/2010
Margaret Johnson	8/7/2007	07/31/2009
Pam Lyon	8/7/2007	07/31/2009

5. The PCC has made significant strides and accomplished much in the last 21 months including:
  - Adoption of a Marketing Plan that focuses on:
    - Branding
    - Hospitality/concierge services for visitors and special events
    - New Visitor Website
    - Public Relations Campaign
  - Established a new Paso Robles Brand (logo)
  - Supported/completed countywide & Paso Robles Tourism Study
  - Significant progress on a Visitor Website (travelpaso.com) due to go active before the end of the year
6. Through 2008 the PCC met on an “as needed” basis. Since January 2009, the PCC has been meeting regularly on the second Tuesday of each month, and is progressing well on all marketing goals. To this end, the PCC recommended that the terms of the two members who would be expiring July 2009, be extended to allow the uninterrupted continuation of their work.

#### ANALYSIS &

CONCLUSION: There are continued challenges to be tackled by the PCC, including coordination of efforts with the newly formed Tourism and Lodging Business Improvement District (BID) Advisory Committee. The continuity of the group is important in accomplishing these goals. To keep the terms staggered, an additional two (2) year term appointment is appropriate.

#### POLICY

REFERENCE: Economic Strategy. Paso Robles Marketing Plan.

#### FISCAL

IMPACT: There are no fiscal impacts associated with the extension of these appointments.

#### OPTIONS:

- a. For the City Council to adopt Resolution No. 09-XX authorizing the extended appointment of Margaret Johnson and Pam Lyon as a hotelier and private business representatives on the PCC, for an additional two year term, ending July 31, 2011.
- b. Amend, modify or reject above option.

Attachment:

1. Resolution 09-XXX extending the appointment of two PCC members.

RESOLUTION NO. 09-

A RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF EL PASO DE ROBLES  
EXTENDING THE APPOINTMENT OF TWO LIMITED TERM MEMBERS  
OF THE PROMOTIONS COORDINATING COMMITTEE  
FOR ADDITIONAL TWO YEAR TERMS  
(MEMBERS: MARGARET JOHNSON AND PAM LYON)

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WHEREAS, the City Council established the Promotions Coordinating Committee (PCC) in August of 2007 as part of the restructuring of City wide tourism and promotion efforts; and

WHEREAS, the Promotions Coordinating Committee (PCC) is an advisory body to the Paso Robles City Council whose main purpose is to assist the City Council in formulating and overseeing community tourism promotions, and is responsible for developing and overseeing a detailed marketing plan, and recommending an annual marketing budget; and

WHEREAS, the Promotions Coordinating Committee (PCC) has seven members including the CEO/Executive Directors of Wine Country Alliance, Events Center, Main Street, & Chamber of Commerce as well as two hoteliers and one business person with significant marketing expertise; and

WHEREAS, the majority of the committee membership is fixed with three members appointed by Council with limited terms, and these limited terms apply to the hotel and private business representatives only; and

WHEREAS, the PCC has made significant strides and accomplished much in the last 21 months

WHEREAS, since January 2009 the PCC has been meeting regularly on the second Tuesday of each month and is progressing well on all marketing goals; and

WHEREAS, the PCC recommended that the terms of the two limited term members who would be expiring July 2009 be extended to allow the uninterrupted continuation of their work; and

WHEREAS, to keep the limited term appointments staggered, an additional two (2) year term appointment is appropriate.

NOW, THEREFORE, LET IT BE RESOLVED by the City Council of the City of El Paso de Robles to extend appointment of Margaret Johnson and Pam Lyon as a hotelier and private business representatives on the PCC, for an additional two year term, ending July 31, 2011.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 19<sup>th</sup> day of May, 2009 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Mayor Duane Picanco

ATTEST:

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Cathy David, Deputy City Clerk