



## TRAVEL PASO ROBLES ALLIANCE (BID) MINUTES

Tuesday, June 23, 2009  
1:00 – 3:00 P.M.

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

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**CALL TO ORDER** The meeting was called to order at 1:05 P.M.

**ROLL CALL** Committee Members Present: Kimberly Foo, Matt Masia, Victor Popp, Shawn Styler. Mental Marketing Staff: Maryann Stansfield and Mark Elterman. City Staff: Shonna Howenstine.

**ABSENT** Bill Roof, Margaret Johnson, Noreen Martin. City Staff: Meg Williamson, Jim Throop

### **PUBLIC COMMENT**

No public comment.

### **COMMITTEE BUSINESS**

1. **April 28, 2009 Committee Meeting Minutes.** Approved, see Item 2 below.
2. **May 26, 2009 Committee Meeting Minutes.** Matt Masia moved to approve both sets of minutes with no changes, Victor Popp seconded. Minutes were unanimously approved.

### **DISCUSSION**

3. **Financial Update**  
Maryann Stansfield reported on budget vs. actual costs, reviewed City report and media budget.
4. **PR/Social Media Update**  
Due to lack of sufficient time, the committee decided to table this discussion until the July meeting.
5. **Media Update**  
Maryann Stansfield reported on current status and recommended that Matt and Shawn be PR BID spokespeople when the media need interviews. Victor Popp made a motion to appoint them as spokespeople, Kimberly Foo seconded, motion carried by unanimous vote.
6. **Website Update**  
Shonna Howenstine reported that N.I.T./elements will begin work on the website starting July 1. Shawn Styler requested a timeline for the PR BID's information to keep track of progress.
7. **U.S. Airways In-Flight Magazine Promotion**  
Shawn Styler presented on behalf of Bill Roof. The group discussed the pros and cons of the offer. Maryann Stansfield will look into the specific details of the offer and report back to the Marketing Subcommittee. It was decided by committee consensus, for the sake of expediency, to send future offers to Mental Marketing for evaluation before being sent to the Marketing Subcommittee and then the Advisory Committee.

### **FUTURE AGENDA ITEMS:**

- a. SLOCVCB Marketing Plan Presentation at Joint meeting
- b. SLO Regional Airport Marketing Presentation
- c. Fiscal or Calendar Year for PR BID Budget? (October)
- d. City software accounting program to simplify reporting and tracking?

**ADJOURNMENT** Meeting adjourned at 2:59pm.



## PROMOTIONS COORDINATING COMMITTEE AGENDA

### TRAVEL PASO ROBLES ALLIANCE AGENDA

#### SPECIAL JOINT MEETING:

**San Luis Obispo county Visitors & Conference Bureau Presentation**

**Thursday, June 25, 2009  
2:00 P.M.**

**MEETING LOCATION: PASO ROBLES LIBRARY/CITY HALL CONFERENCE CENTER  
1000 SPRING STREET, PASO ROBLES, CALIFORNIA 93446**

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#### CALL TO ORDER

**ROLL CALL** Promotions Coordinating Committee Members: Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon

**ABSENT** Vivian Robertson

**ROLL CALL** Travel Paso Robles Committee Members: Kimberly Foo, Margaret Johnson, Matt Masia, Bill Roof, Shawn Styler

**ABSENT** Noreen Martin, Victor Popp

**STAFF** Mental Marketing Staff: Maryann Stansfield, Mark Elterman. City Staff: Jim App, Meg Williamson, Jim Throop, Shonna Howenstine.

#### PUBLIC COMMENT

No public comment

#### JOINT PCC/BID PRESENTATION ITEM:

##### 1. San Luis Obispo County Visitors & Conference Bureau

Steve Burns, Interim Executive Director of the SLOCVCB, provided a presentation on the recasting of their organization, and their new strategic plan for county wide promotional and marketing services. The committee discussed fully funding the SLOCVCB, with each group contributing half to the effort. The PCC will meet on Tuesday, June 30 at 3:30 PM to decide where the funds will come from, then convene another joint meeting before the July PCC meeting. Date tbd.

#### PCC DISCUSSION ITEM:

##### 1. Social Media

This discussion was tabled for a future meeting. The BID needs to approve the plan, then Maryann Stansfield will present it to the PCC for their approval.

**ADJOURNMENT:** Meeting adjourned at 3:30 PM.