



PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, September 8, 2009
3:30 PM

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

CALL TO ORDER Meeting was called to order at 3:33 PM.

ROLL CALL Committee Members: Vivian Robertson, Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon. City Staff: Meg Williamson, Shonna Howenstine. Mental Marketing Staff: Mark Elterman.

ABSENT Stacie Jacob

PUBLIC COMMENT

Pam Lyon invited the group to the chamber Mixer at the River Oaks Center on Wednesday, 9/9/09. Norma invited all to the Carnegie Library Opening on September 27, 1:00-5:00 PM.

PCC COMMITTEE BUSINESS:

1. Minutes of 8/11/09 PCC Meeting

Norma Moye moved to approve minutes as submitted, Mike Gibson seconded, motion passed unanimously.

DISCUSSION ITEMS:

2. SLOCVCB Update

Meg Williamson reviewed the City Council resolution approving the SLOCVCB funding and the Letter Agreement sent which notes certain expectations of the TPRA and PCC relative to their funding supports, as well as administrative logistics. Meg noted that the SLOCVCB had formed a Resource Council which she had been invited to sit on. As a Resource Council member, Meg will act as liaison between the SLOCVCB and the PCC and TPRA.

3. Web Update

Meg Williamson and Shonna Howenstine reported that a soft launch of the website will occur in September with PCC members being sent a link to look through the website once it is live. A promotional push will follow, likely in October, with assistance of the TPRA and their Getaway Giveaway Sweepstakes.

4. PCCHA Fundraising

Mike Gibson reported on his and Pam Lyon's meeting with Phil Benadum, Executive Director of the PCCHA. Pam Lyon and Mike Gibson suggested a plan of action to secure \$10,000 in sponsorship funds from local sponsors, and asked each PCC member to suggest three (3) potential local sponsors for Mike and Pam to approach. Pam Lyon will forward a draft of the sponsorship action plan for review.

5. Social Media Brand Standards and Letter of Understanding

Mark Elterman and Shonna Howenstine explained the Social Media Brand Standards and the "voice" of Paso Robles to be used on Social Media. Mike Gibson moved to approve the Brand Standards and for staff to begin drafting the letter of Understanding between the City of Paso Robles and Mental Marketing in regard to same. Vivian Robertson seconded and the motion passed unanimously.

COMMITTEE REPORTS

Mike Gibson reported that Mental Marketing will be submitting an article for the Chamber Newsletter about the TPRA marketing efforts and will also be offering social media workshops to Chamber members.

Matt Masia and Margaret Johnson reported that the TPRA is still getting up to speed.

Meg Williamson reported that Raven Railey of the Tribune will be doing an article about the Authentic California campaign and that she would refer Raven to PCC members for their insight.

Norma reported that the Olive Festival numbers were up from last year and the event was written up by the San Francisco Chronicle. She also reported that the first downtown bike rack was installed downtown, with more to be installed throughout the downtown.

Vivian reported that the NSHA entry and attendance numbers were up and that October will be a very busy month for the Paso Robles Event Center.

Pam reported that the Shakespeare Festival was a success and they are in negotiations for next year. The Cigar Conference Friday night ticket sales are going strong and may sell out, and Oaktobefest is coming up.

ADJOURNMENT: Meeting was adjourned at 5:15 PM.

MINUTES OF THE SENIOR CITIZEN ADVISORY COMMITTEE

September 14, 2009 ~ Senior Center, 270 Scott Street, Paso Robles

CALL MEETING TO ORDER

Vice-Chairman Austin called the meeting to order at 1:40 p.m.

PLEDGE OF ALLEGIANCE

Vice-Chairman Austin led the Pledge of Allegiance.

ROLL CALL

Members present:	Steve Austin, Beverly Bridges, Marie Brinkmeyer, Dale Gustin, Sammy Nemeth, Bill Pluma, Donn Ragle, and Jan Stemper-Brown
Absent:	Joni Watson
City staff present:	Lynda Holt, Charlotte Gorton, Annie Robb, Natasha Morris, and Meg Williamson
Absent:	Judy O'Neal
City Council reps present:	Duane Picanco
Absent:	Ed Steinbeck
Guest(s):	Barbara Partridge, Rosalie Wolff, Anna Rempel, and Marilyn Carey

PUBLIC COMMENT - None

CONSENT AGENDA

1. It was moved and seconded by Pluma/Ragle to approve the Minutes of the July 13, 2009 meeting - motion carried. There was no meeting in August.
2. **Senior Endowment Report**
 - The balance was \$271,337.87 as of the 7/22/09 report and \$265,052.61 as of the 8/24/09 report.
 - It was moved and seconded by Austin/Bridges to receive and file the two Senior Endowment reports – motion carried.

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BUSINESS ITEMS:

3. Community Garden Project

- Rosalie Wolff and Anna Rempel of Transition Paso Robles Food Group, gave a presentation on the demonstration garden with a visual plan showing how and where the garden will be planted at Centennial Park. They want to plant fruit trees, vegetables, etc. and their goal is that senior citizens and children will work in the garden. They hope to take their proposal to the City Council in October and will work with the City on the design, watering, and security of the garden with fencing, etc.
- It was moved and seconded by Brinkmeyer/Nemeth to endorse the project– motion carried.

4. Senior Program/Budget Presentation

- Charlotte Gorton, Recreation Services Manager and Lynda Holt, Recreation Coordinator – Senior Citizen, presented a power point overview of the senior center programs budget, how they are funded and cost saving measures taken this year.
- The Black Tie Bingo Event Committee will prepare a wrap-up report and present it at the October meeting.

5. Festival of the Arts

- Meg Williamson, Assistant City Manager, and Barbara Partridge, from Studios on the Park, presented a video of the event. Partridge reported over 200 volunteers worked the event with 63 artists. Barbara said if it had not been for the Senior Citizen’s willingness to financially contribute and work the event, it would not have been so successful. They are considering a second event next year.

6. 2009/2010 Goals

- Because of the length of the meeting, it was moved and seconded by Austin/Ragle to defer the Goals to the next meeting in October – motion carried.

UPDATES

Fundraising

- It was reported Black Tie Bingo received so far \$12,200 total revenue, minus \$9962 in expenses.

Outreach – No report

Transportation

- Jan Stemper-Brown, reported fare increases went into effect in September and the Midday Shuttle is on hold.

CITY COMMUNICATION/REPORTS

Charlotte reported the Fantasticks is September 18 and 19 in the amphitheater at Centennial
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Park and Creek Day is October 3 at Larry Moore Park to clean out the Salinas River area.

Lynda introduced her two staff assistants: Natasha Morris works Monday, Wednesday, and Fridays from 11am to 5 pm and Marilyn Carey works 20 hours/week Monday, Tuesday, and Thursdays, Marilyn is a PathPoint employee currently assigned to the senior center location. Lynda also talked about the Senior Retirement Fair.

Annie Robb, Director, discussed the Uptown/Town Centre Plan workshops. October 17 is Community Clean-Up day at Barney Schwartz Park from 10 a. m. -12 noon. REC Foundation will be unveiling and sponsoring the new barbecue pit for the Clean-Up day. Annie Robb Day is a fundraiser on Friday, September 18, 2009.

The City Council update was given by Mayor Picanco that Lowe's is scheduled to be open by October 29, 2009. He said the public has requested an Olive Garden/Red Lobster Restaurant in Paso Robles. There was a lot going on in Paso Robles last weekend with the Air Show, Car Show, and Black Tie Bingo.

UNSCHEDULED MATTERS - None

ADJOURNMENT

It was moved and seconded by Pluma/Stemper-Brown to adjourn the meeting at 3:30 p.m. - motion carried.

Adjourn to the next regular meeting on Monday, October 12, 2009, at 1:30 p.m. in the Senior Center, 270 Scott Street, Paso Robles.

THESE MINUTES WERE APPROVED BY THE SENIOR ADVISORY COMMITTEE AT THEIR 10/12/09 MEETING

Respectfully submitted by Beverly Bridges, secretary