



## PROMOTIONS COORDINATING COMMITTEE MINUTES

**Tuesday, March 8, 2011  
3:30 P.M. to 5:00 P.M.**

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

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**CALL TO ORDER** 3:45 PM

**PRESENT** Committeemembers Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, and Pam Lyon. City Staff: Meg Williamson

**ABSENT** Vivian Robertson, Shonna Howenstine

**GUESTS** Noreen Martin, Maryann Stansfield

### **PUBLIC COMMENT**

Request by Maryann Stansfield and Meg Williamson to add billboards to the agenda. Maryann Stansfield presented the design. The committee agreed that brand standards and website are the key focus areas. Stacie Jacob moved and Pam Lyon seconded delegating authority on this item to Meg Williamson, motion passed unanimously.

### **DISCUSSION**

**2. Approve minutes of February 8, 2011**

Mike Gibson moved and Norma Moye seconded approval of the minutes, which were approved as read.

**3. PCC Recommendations - March 19, 2011 City Council Goal Setting**

The committee discussed goals and the chair will draft a letter to Council from the PCC outlining the following: a) Tourism should be expressly mentioned in their next set of goals, b) It should be stated/recognized that tourism is the lifeblood of the community, c) the PCC understands that these are tough economic times and would ask that the city replenish the recent cuts to the budget as the economy improves and expand the program's funding at a pace that would match the growth of the industry, and d) emphasize to Council the value of returning to the core focus and vision of the Economic Strategy.

**4. PCCHA Funding**

The Chamber of Commerce will be the clearinghouse for funds; the City does not have the resources to underwrite the PCC's sponsorship in addition to their own; Shonna Howenstine will craft the letter to past Silver Buckle Club members inviting them to participate again; Mike Gibson will send the letter.

**5. New Officers**

Matt Masia started the discussion on new officers, no action was taken.

**6. PCC Updates**

Mike Gibson reminded the group to attend the Central Coast Economic forecast at the Galaxy Theater in Atascadero on June 9<sup>th</sup>.

**FUTURE AGENDA ITEMS**

1. Tourism wayfinding signage
2. Uptown/Town Centre Specific plan tourism items

**ADJOURNMENT** Meeting adjourned at 5:00pm