



PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, September 13, 2011
3:30 P.M. to 5:00 P.M.

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

CALL TO ORDER 3:31 PM

PRESENT Committeemembers Vivian Robertson, Norma Moya, Mike Gibson, Matt Masia, Margaret Johnson, and Pam Lyon. City Staff: Shonna Howenstine

ABSENT Stacie Jacob, Meg Williamson

PUBLIC COMMENT None

DISCUSSION

1. Approve Committee Minutes from 7/12/11 Meeting

Vivian Robertson moved and Mike Gibson seconded approval, minutes were approved as read.

2. PCC Bylaws Discussion and Recommendation to Council

This item will be addressed at the next meeting.

3. PCCHA Status

Have received sponsorship payments from Park Cinemas, La Quinta, Black Oak/Adelaide Inn, will receive payments from Black Oak corner, TPRA and Martin Resorts. Matt will contact Roger Sharpe, Mike will follow up with Vickie Mullins. Matt Masia will contact Stacie Jacob about providing wine for another raffle to make up the shortfall. The TPRA is not ready to sell sponsorships to restaurants at this time.

4. Tourism Wayfinding Signage Update

Shonna Howenstine reported on status of the signage project, took direction from the committee and will make suggested changes to the proposal before deciding on next steps.

5. PCC Updates

Norma Moya reported that Boas, Bangles and Bawdy Beauties is a show at the Historical Society through Pioneer Day, Taste of Downtown and Art de Tiza from 11-4; scarecrow contest coming up, Golden Oak Festival with Chili Cook Off and Battle of the Bands on 10/22.

Vivian Robertson's upcoming events include the Home Show, a roping, Crush and Roll cigar festival, gun show, PCCHA show, Pre Pioneer Day dance and cattlegirl's roping.

Mike Gibson reported that the car show went well, there were 85 cars in the poker rund and 240 attendees, didn't have final numbers on cruise or show.

Matt Masia reminded the group that Savor and Paso Glow are coming, there are only 50 tickets left for Paso glow with Cat Cora.

Margaret Johnson reported that a USA Today journalist stayed at the Paso Robles Inn, she loved Paso. There is a UK FAM tour coming this weekend w/CTTC that will stay at the Hampton and dine at the Paso Robles Inn.

FUTURE AGENDA ITEMS

1. Uptown/Town Centre Specific plan tourism items
2. Chamber Business Resource Center

ADJOURNMENT Meeting adjourned at 4:45 pm.