



PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, January 8, 2013
3:30 P.M. to 5:00 P.M.

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

PRESENT Committeemembers Vivian Robertson, Jennifer Porter, Norma Moyer, Mike Gibson, Matt Masia. City Staff: Meg Williamson and Shonna Howenstine.

ABSENT Margaret Johnson

PUBLIC COMMENT None.

BUSINESS

1. **Approve Minutes** – Vivian Robertson moved and Norma Moyer seconded a motion to accept minutes as read. Motion passed unanimously.

DISCUSSION

2. **City Council Goal Setting – 2-Year Goal Suggestions**

Meg Williamson reviewed the Recovery Plan goals for the group, who drafted a list of suggested changes to the letter the PCC submitted during Recovery Plan setting. Matt Masia will work with Shonna Howenstine on finalizing a letter to Council requesting that they keep tourism top-of-mind when setting goals for FY 2013-2015.

3. **PCC Updates**

Jennifer Porter reported that the PRWCA is interviewing for a new Government Affairs Coordinator; they recently finished updating Policies and Procedures; they are preparing to launch their Varietal of the Month campaign. Wine Prom is February 9th.

Matt Masia reported that the TPRA is hiring an Admin/Sales person and are conducting final interviews this week. They are also working on a proposal with the Chamber of Commerce to enhance visitor services. February is Hotel Month, TPRA is advertising online with LA Times. They just launched a smart phone app for Paso Robles and are marketing in San Jose and with TripAdvisor; Paul Sloan is the new account manager of the TPRA; the TPRA is working with the PRWCA not to duplicate marketing efforts.

Vivian Robertson reported that the acts booked for the Fair will be announced at the Annual Dinner on February 1. The theme for the 2013 Fair is "Start Spreading the News;" the concession stand in the Equestrian area is being remodeled, Bonnie Marie Catering will run, Kiwanis will have it during the Fair.

Mike Gibson announced that the Annual Dinner is coming up and the Chamber has updated their Relocation Packets.

Norma Moyer announced that approximately 40,000 attended the Vine St. Showcase by their estimates; the Holiday Parade was a success; Light Up The Night was also a success; Valentine Movie Night is up next.

Paso Robles Tourism Mission: The mission of tourism promotion is to realize the full economic potential of an integrated approach to branding Paso Robles as a premier Central Coast destination. Paso Robles can attract visitors by positioning the place, its assets and unique attractions.

FUTURE AGENDA ITEMS

- 1. Tourism Wayfinding Signage update**
Shonna Howenstine
- 2. Bylaws**
Meg Williamson

ADJOURNMENT Meeting adjourned at 4:58 p.m.

MINUTES OF THE LIBRARY BOARD OF TRUSTEES

January 10, 2013 ~ Paso Robles City Library, 1000 Spring Street, Paso Robles

*President Doug Bates
Pamela Alch; Jane Carey; Tina Lau; Mary Morrison;*

CALL MEETING TO ORDER

President Bates called the meeting to order at 9:02 a.m.

ROLL CALL

Don Rader, Administrative Assistant, took roll as follows:

Members present: Boxer, Carey, Morrison, Lau

Absent: Alch

City Staff: Julie Dahlen, Acting Director Library & Recreation Services
Karen Christiansen, Acting Library Manager, Adult Services Librarian

City Council rep: Councilman Steven Martin

PUBLIC COMMENTS -None

CONSENT AGENDA

1. -After revision in #2 in which the date of the City Council meeting Trustee Alch plans to attend needs to be confirmed, a motion was made by Trustee Carey, seconded by Trustee Morrison to approve the minutes from the December 13, 2012 meeting. Motion passed. Voice vote: 4 ayes, no dissent.

DISCUSSION ITEMS

2. Advocacy Activities/Opportunities

-Trustee Carey plans to attend the January 15th City Council meeting while President Bates plans to attend the February 5th Council meeting. Karen Christiansen informed the Board that she has been in touch with CALTAC about scheduling future conferences.

3. Two-Year Goals Suggestions

-Julie Dahlen asked the Board to come up with two-year goal suggestions for City Council consideration at a public goal-setting workshop later this winter. After discussion, the Board came up with:

1. *Increase Library staffing—in particular, fill the full-time Technical Services Librarian position that had been authorized before the recession and resulting hiring freeze.*

continued

2. ***Expand Library service.***

- a. *Increase Library materials budget to enhance the collection.*
- b. *Make the Library Study Center a circulating "branch" library.*
- c. *Expand current Library space to include the upstairs portion of the building, currently used by City Hall staff.*

The group acknowledges that item #2c is an unlikely 2-year goal yet sees the value in reminding City Council and our community of this long-standing objective

4. **125th Anniversary Report**

-Julie updated the Board on the preparations for the 125th anniversary of the incorporation of the City of Paso Robles. A logo contest, with a \$1500 cash prize is underway and sponsorship packets are being prepared. Information can be found on the City's website.

5. **Review February 2013 Art**

-Art for the month of February was reviewed. Wall art will feature the work of Margrete Koreska while the display case will have the ceramic work of Flamson eighth graders.

COMMUNICATIONS/REPORTS

-**Karen Christiansen** reported that the *Can Your Fines* program netted over 6 barrels of food for the local food bank. *The Giving Tree* resulted in the donation of numerous books to the Library. Karen also formally thanked the Board for its staff support and holiday treats.

-**Julie Dahlen** noted that past Library Board President Jim Damewood recently passed away and that a collection of classic movie dvds will be donated to the Library in his name. Current LRS projects include: working with the new Paso Robles Museum Foundation, exploring a volunteer proposal to construct a new ball field at Barney Schwartz Park, signing on a new concessionaire at BSP and installing the "Circle of Life" sculpture along the new portion of the Salinas River Trail.

-**Councilman Steven Martin** was formally introduced to the Board by Julie Dahlen. Councilman Martin expressed his appreciation of the Library Board and the Library. He invited the Board to the City Council's goal setting meeting on March 9th.

UNSCHEDULED MATTERS -None

ADJOURNMENT

-Adjourned at 10:00 a.m. to the City of Paso Robles 125th Anniversary meeting on January 16th, 2:00 p.m. in the Library Conference Room, then to the regularly scheduled meeting of the Library Board of Trustees on Thursday, February 14th, 2013, 9:00 a.m. in the Library Conference Room, 1000 Spring St.

These minutes were approved by the Library Board of Trustees at their February 14, 2013 meeting.

Respectfully submitted by Don Rader, Administrative Assistant