



Promotional Coordinating Committee  
AGENDA

Monday, November 18, 2024, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

The Promotional Coordinating Committee holds in-person meetings. Zoom participation will not be supported at this time. Attendees of City Council or Advisory Body meetings are eligible to receive one hour of complimentary parking; restrictions apply, visit [Parking for Public Meetings](#) for more details.

**INSTRUCTIONS FOR PUBLIC COMMENT:**

**Public Comment prior to the meeting (must be received 3 hours in advance of the meeting):**

**Mail - Delivered by the U.S. Postal Service.** Address letters to the City Clerk's Office at 990 Palm Street, San Luis Obispo, California, 93401.

**Email - Submit Public Comments via email to [advisorybodies@slocity.org](mailto:advisorybodies@slocity.org).** In the body of your email, please include the date of the meeting and the item number (if applicable). Emails *will not* be read aloud during the meeting.

**Voicemail - Call (805) 781-7164 and leave a voicemail.** Please state and spell your name, the agenda item number you are calling about, and leave your comment. Verbal comments must be limited to 3 minutes. Voicemails *will not* be played during the meeting.

*\*All correspondence will be archived and distributed to members, however, submissions received after the deadline may not be processed until the following day.*

**Public Comment during the meeting:**

**Meetings are held in-person.** To provide public comment during the meeting, you must be present at the meeting location.

**Electronic Visual Aid Presentation.** To conform with the City's Network Access and Use Policy, Chapter 1.3.8 of the [Council Policies & Procedures Manual](#), members of the public who desire to utilize electronic visual aids to supplement their oral presentation are encouraged to provide display-ready material to the City Clerk by 12:00 p.m. on the day of the meeting. Contact the City Clerk's Office at [cityclerk@slocity.org](mailto:cityclerk@slocity.org) or (805) 781-7114.

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**1. CALL TO ORDER**

Chair Welch will call the Regular Meeting of the Promotional Coordinating Committee to order.

**2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA**

At this time, people may address the Committee about items not on the agenda. Comments are limited to three minutes per person. Items raised at this time are generally referred to staff and, if action by the Committee is necessary, may be scheduled for a future meeting.

**3. CONSENT**

3.a MINUTES OF THE REGULAR MEETING ON OCTOBER 9, 2024

3.b 2024-25 COMMUNITY PROMOTION BUDGET REPORT

3.c SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT

3.d SLO CHAMBER GUEST SERVICES REPORT

3.e SLO CHAMBER GRANT SUPPORT REPORT

3.f TRANSIENT OCCUPANCY TAX (TOT) REPORT

**4. PRESENTATIONS**

4.a PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE (10 MIN)

Representative from the SLO Chamber will present the report for the public relations activities that occurred over the past month.

4.b ARTOBER RECAP (15 MIN)

Staff and contractors will present the results from the ARTober program.

**5. BUSINESS ITEMS**

5.a SUPPORT LOCAL SCOPE OF WORK (30 MIN)

Representatives from Verdin will present the proposed scope of work for FY24-25 Support Local program for the committee's consideration.

**5.b BUY LOCAL BONUS PROGRAM PLAN (15 MIN)**

Staff will present the fifth year of the Buy Local Bonus program plan for review and input.

**5.c 2025-2027 COUNCIL GOAL SETTING PROCESS UPDATE (20 MIN)**

Staff will share the consolidated goals of the PCC members with the committee for discussion and direction.

**6. PCC LIAISON REPORTS AND COMMUNICATION**

**6.a CACP LIAISON REPORT – Liaison Assignments**

**6.b COMMITTEE OUTREACH UPDATE – Committee Report**

**6.c TBID BOARD REPORT – TBID Meeting Minutes: October 9 & 28**

**6.d TOURISM PROGRAM UPDATE – Staff Report**

**7. ADJOURNMENT**

The next Regular Meeting of the Promotional Coordinating Committee is scheduled for December 11, 2024 at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

LISTENING ASSISTIVE DEVICES are available -- see the Clerk

The City of San Luis Obispo wishes to make all of its public meetings accessible to the public. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the City Clerk's Office at (805) 781-7114 at least 48 hours before the meeting, if possible.

Telecommunications Device for the Deaf (805) 781-7410.

Agenda related writings or documents provided to the Promotional Coordinating Committee are available for public inspection on the City's website, under the Public Meeting Agendas web page: <https://www.slocity.org/government/mayor-and-city-council/agendas-and-minutes>.

Meeting video recordings can be found on the City's website:

<http://opengov.slocity.org/WebLink/Browse.aspx?id=61002&dbid=0&repo=CityClerk>