



Promotional Coordinating Committee
AGENDA

Wednesday, July 9, 2025, 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. 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 or (805) 781-7114.

1. CALL TO ORDER

Chair Thomas 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	<u>MINUTES OF THE REGULAR MEETING ON JUNE 11, 2025</u>	5
3.b	<u>2025-26 COMMUNITY PROMOTION BUDGET REPORT</u>	9
3.c	<u>SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT</u>	11
3.d	<u>SLO CHAMBER GUEST SERVICES REPORT</u>	15
3.e	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	

This report will be uploaded by end of day Monday, July 7, 2025.

4. PRESENTATIONS

4.a MISSION PLAZA ENHANCEMENT PROJECT UPDATE (15 MINUTES)

Staff will present an update to the Mission Plaza Enhancement Project for the committee's consideration.

4.b SUPPORT LOCAL PROGRAM ANNUAL REPORT (20 MINUTES)

Representatives from Verdin will present the FY 24-25 year-end report on the Support Local marketing activities.

4.c SLO CHAMBER ANNUAL REPORT (25 MINUTES)

Representatives from the SLO Chamber will present the annual report on the Public Relations, Guest Services and Grant Support contract activities during FY 2024-25.

5. BUSINESS ITEMS

5.a PCC ANNUAL PROGRAM PLANNING (15 MINUTES)

The committee will review and discuss projects, timelines, and priorities for the 2025-26 fiscal year.

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: June 11, 2025

17

6.d TOURISM PROGRAM UPDATE – Staff Report

7. ADJOURNMENT

The next Regular Meeting of the Promotional Coordinating Committee is scheduled for August 13, 2025 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

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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>



Promotional Coordinating Committee Minutes

June 11, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Dan Fredman, Committee Member Samantha Welch, Committee Member Anni Wang, Committee Member Dante Specchierla, Vice Chair Robin Wolf, Chair John Thomas

PCC Members Absent: Committee Member Maureen Forsberg

City Staff Present: Jacqui Clark-Charlesworth, Tourism & Community Promotions Manager and Laura Fiedler, Economic Development & Tourism Manager

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on June 11, 2025, at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Thomas.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By: Committee Member Welch

Second By: Committee Member Wang

To approve Consent Items 3a. through 3f.

Ayes (6) Committee Member Welch, Committee Member Wang, Committee Member Fredman, Committee Member Specchierla, Vice Chair Wolf, Chair Thomas.

Absent (1) Committee Member Forsberg

CARRIED (6 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON MAY 14, 2025
- 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 (15 MINUTES)

Hollie West from SLO Chamber presented the public relations activities report for the month of May.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a NEIGHBORHOOD CAMPAIGN UPDATE (10 MINUTES)

Jacqui Clark-Charlesworth, Tourism & Community Promotions Manager provided an update on the neighborhood identity work and the next steps for the proposed grant process as well as an updated timeline.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5.b ARTOBER 2025 PROGRAM PLANNING (20 MINUTES)

Jacqui Clark-Charlesworth, Tourism & Community Promotions Manager, and Ashlee Akers of Verdin Marketing presented the proposed agency scope of work for the ARTober 2025 program.

Public Comment:

None

--End of Public Comment--

Motion By: Committee Member Wang

Second By: Committee Member Fredman

To approve \$26,000 from FY24-25 Community Placemaking & Recovery Projects line item for the ARTober 2025 program.

Ayes (6) Committee Member Wang, Committee Member Fredman, Committee Member Specchierla, Committee Member Welch, Vice Chair Wolf, Chair Thomas.

Absent (1) Committee Member Forsberg

CARRIED (6 to 0)

6. **PCC LIAISON REPORTS AND COMMUNICATION**

6.a CACP LIAISON REPORT

Chair Thomas provided an update on attending the Greek Festival.

6.b COMMITTEE OUTREACH UPDATE – No update

6.c TBID BOARD REPORT – TBID Meeting Minutes: May 14, 2025

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on items the TBID has been working on.

6.d TOURISM PROGRAM UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on the Tourism Program.

7. **ADJOURNMENT**

The meeting was adjourned at 6:29 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for July 9, 2025, at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

APPROVED BY PROMOTIONAL COORDINATING COMMITTEE: XX/XX/202X

Community Promotions Budget 2025-26

Budget 2024-25	Amount
	\$ 398,545
Total Budget	\$ 398,545

Last Updated 7/3/2025

Expenditure	Allocated	Committed/Expended	Available Balance	Contractor
Grant Funding	\$ 100,000	\$ 100,000	\$ -	CACP Recipients
Grant Promotional Support Contract	\$ 30,000	\$ 30,000	\$ -	SLO Chamber
Guest Services Contract	\$ 121,275	\$ 121,275	\$ -	SLO Chamber
Public Relations Contract	\$ 50,000	\$ 50,000	\$ -	SLO Chamber
Media Monitoring Service	\$ 3,500	\$ 3,500	\$ -	SLO Chamber
Tear-off Maps	\$ 7,500		\$ 7,500	SLO Chamber
Community Placemaking & Cultural Vitality Projects	\$ 20,000		\$ 20,000	
ARTober	\$ 10,000		\$ 10,000	Verdin
Lunar New Year Activation	\$ 19,500		\$ 19,500	
Support Cost	\$ 5,000	\$ -	\$ 5,000	City Administration
Administration	\$ 31,547	\$ 31,547	\$ -	City Administration
Total	\$ 398,322	\$ 336,322	\$ 62,000	
			\$ 398,322	

SLO Chamber of Commerce

Public Relations Contract

Report to the City of San
Luis Obispo – TBID & PCC

June 2025



Implementation and Proactive Work

Media Hosting

- Hosted freelance travel writer Cu Fleshman
 - *in partnership with Uniquely Driven*
 - *on assignment for Travel + Leisure, as a result of her editor, Mae Hamilton, being on The Art of SLO(w)ing Down group fam in April 2024*
 - *Itinerary highlights: traveled by train, stayed at San Luis Creek Lodge, dined at Nate's on Marsh, Corazon Cafe, High Street Deli and Piadina, hiked Cerro San Luis, went wine tasting at Biddle Ranch Vineyard, toured Hotel SLO & Petit Soleil, used SLO as a homebase to go whale watching in Morro Bay*
 - *Feature piece is already live and has been picked up by some major other outlets: [I've Visited California's Central Coast for 20+ Years-and This Is the Most Charming Small Town in the Region](#)*
- Hosted freelance writer Laura Powell
 - *in partnership with Uniquely Driven*
 - *on assignment for AAA for a "48 Hours in SLO" themed story*
 - *Laura came Sunday, June 22 through Tuesday, June 24. Itinerary highlights include staying at Garden Street Inn, dining at Mistura, Piadina, Corazon Cafe, Lincoln Market + Deli and Novo, experiencing treatments at SLOCO Health + Wellness, exploring downtown business and touring SLOMA and SLO Ranch Farms & Marketplace*
- Hosted influencers [Hunter & Hannah Adams](#) in partnership with Visit Conejo & Visit Pismo Beach for a California Road Trip themed fam trip in partnership with Central Coast Tourism Council
 - *Itinerary includes: staying at Residence Inn/Springhill Suites, exploring Farmers' Market, hiking, dining at Novo, Linnaea's and Lincoln Market & Deli and wine tasting at Wolff Vineyards*

Other Implementation & Proactive Work

- Continued working with the City, Noble Studios and Badger Branding on overall tourism marketing campaign
- Ordered and received new Downtown SLO Tear Off Maps for Visitor Center

Responsive Work & Partnerships

Partnerships

- Participated in refreshed Visit SLO 30/60/90 Quarterly Planning
- Completed Marketing Plan Update with City, Noble Studios, Uniquely Driven and Badger Branding
- Attended Petit Soleil's new restaurant opening
- Central Coast Tourism Council (CCTC)
 - *Reviewed and provided feedback for July social media content calendar*
 - *Reviewed and provided feedback for "The Adventurer" itinerary*

Media Features

Proactive Work

- Travel + Leisure: [I've Visited California's Central Coast for 20+ Years-and This Is the Most Charming Small Town in the Region](#) | UVP: 11,610,000
 - As a result of hosting Cu Flesman this month, and her editor (Mae Hamilton) was on The Art of SLO(w)ing Down group fam in April 2024
- Yahoo: [I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region](#) | UVP: 4,285,00,000
- AOL: [I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region](#) | UVP: 17,360,000
- World Atlas: [6 Most Beautiful College Towns In California](#) | UVP: 4,760,000
 - As a result of Hotel SLO hosting Jean Chen Smith
- Islands: [The California City Known For Its Historic Downtown, Outdoor Adventures, Coastal Charm, And Wine Scene](#) | UVP: 3,585,183
 - As a result of hosting Fiona Chandra on The Art of SLO(w) Travel group fam in April 2025
- Visit California: [California's Coffee Shop Gems](#) | UVP: 666,159
 - As a result of proactive pitching

Media Features

Media Monitoring

PUBLICATION	PLACEMENTS	UVPM
YAHOO	I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region	428,500,000.00
AOL	I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region	17,360,000.00
TRAVEL + LEISURE	I've Visited California's Central Coast for 20+ Years-and This Is the Most Charming Small Town in the Region	11,610,000.00
FLIPBOARD	I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region	2,790,000.00
WORLD ATLAS	6 Most Beautiful College Towns In California	4,760,000.00
FAMILY VACATIONIST	6 Most Beautiful College Towns In California	14,314.00
ISLANDS	The California City Known For Its Historic Downtown, Outdoor Adventures, Coastal Charm, And Wine Scene	3,585,183.00
EIN PRESSWIRE	Meet the 'SLO Life Coach': San Luis Obispo's Newest Ambassador Encourages Travelers to Slow Down and 'Live the SLO Life'	201,000.00
VISIT CALIFORNIA	California's Coffee Shop Gems	666,159.00
AFAR	Slow Travel Is In, and This California Town Does It Right	1,430,000.00
MSN	Top 10 Happiest Cities in the USA: Where Contentment Flourish	1,365,000.00

MAY TOTALS:

Placements: 11

UVPM: 472,281,656

YEAR TO DATE TOTALS:

Placements: 181

UVPM: 6,717,238,130

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

JUNE 2025

VISITOR INTERACTION			
	June	May	June
	2024	2025	2025
Walk-ins	5,739	6,341	6,513
Phone Calls	147	155	169
Emails & Digital	1,432	1,525	1,550

CALLS TO 877-SLO-TOWN			
	June	May	June
	2024	2025	2025
Calls	27	30	29

HOTEL REFERRALS			
	June	May	June
	2024	2025	2025
Referrals	46	59	41

HOTEL AVAILABILITY TRACKER			
	June	May	June
	2024	2025	2025
Email	183	95	69
Phone Calls	121	97	102

INFORMATION REQUESTS		
	June	June
	2024	2025
Fulfilled	43	14

EVENTS SHARED		
	June	
	2025	YTD
VisitSLO.com	21	127

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	16%
Europe	62%
Australia/NZ	4%
UK	10%
N. America	6%
C. America	1%
S. America	1%
<i>Domestic Travelers</i>	
West Coast	9%
Southwest	14%
Midwest	25%
South	22%
East Coast	31%
<i>California Travelers</i>	
Northern CA	19%
Central Coast	43%
Central Valley	12%
Desert	2%
Southern CA	24%

VISITOR CENTER ACTIVATIONS	
Visitor Center at SLO Farmer's Market (Thursday)	

VISITOR CENTER HIGHLIGHTS	
1) Celebrated our 2025 Cal Poly graduates and their visiting families	
2) Prepared for our presentation at SLO Days to welcome new Cal Poly students and supporters	
3) Participated in Farmer's Market providing information and souvenirs to both locals and visitors	



Tourism Business Improvement District Board Minutes

June 11, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Lori Keller, Member Prashant Patel, Member Dante Specchierla, and Vice Chair Clint Pearce

TBID Board Absent: Member Christine Nelson and Member Nipool Patel

City Staff Present: Tourism & Community Promotions Manager Jacqui Clark-Charlesworth and Economic Development & Tourism Manager Laura Fiedler

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on June 11, 2025, at 10:03 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Vice Chair Pearce.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By: Member L. Keller

Second By: Member P. Patel

To approve Consent Items 3a. to 3g.

Ayes (4) Member L. Keller, Member P. Patel, Member Specchierla, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON MAY 14, 2025
- 3.b SMITH TRAVEL REPORT (STR)
- 3.c TRANSIENT OCCUPANCY TAX (TOT) REPORT
- 3.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT
- 3.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT
- 3.f NOBLE STUDIOS & UNIQUELY DRIVEN MARKETING MONTHLY REPORT
- 3.g BADGER BRANDING ORGANIC SOCIAL REPORT

4. PRESENTATIONS

- 4.a SLO LIFE COACH CAMPAIGN UPDATE (10 MINUTES)

Haley Corbett and Gabbi Hall from Noble Studios presented an update to the SLO Life Coach campaign.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a SUSTAINABLE AG EXPO SPONSORSHIP (20 MINUTES)

Vice Chair Pearce recused himself from item 5a.

Beth Vukmanic from Vineyard Team presented a Sustainable Ag Expo sponsorship request for TBID's consideration.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this matter due to absentee members and not equaling a full quorum to vote. Absent board members will view the

recording of the presentation and the Board will vote at their July 9 meeting.

5.b CA MAIN STREET CONFERENCE SPONSORSHIP (20 MINUTES)

LeBren Harris and Ali Bailey from Downtown SLO presented the California Main Street Conference Opening Day sponsorship request for the Board's consideration.

Public Comment:

None

--End of Public Comment--

Motion By: Member P. Patel

Second By: Member L. Keller

To approve \$13,000 from the FY 25 General Events Promotion Budget to be the Opening Day sponsor for the California Main Street Conference.

Ayes (4) Member L. Keller, Member P. Patel, Member Specchierla, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

5.c VISIT SLO CAL CO-OP MARKETING CONSIDERATIONS (15 MINUTES)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the cooperative marketing opportunities with Visit SLO CAL to the Board for review and approval.

Public Comment:

None

--End of Public Comment--

To approve the presented co-ops with funds to be distributed for according to budget allowance in FY25 and FY26. Recommended line items presented but may adjust as needed.

Program	Cost	TBID Budget
House of Brands & Media Rotation	\$ 10,000	FY25 Co-op Marketing
Sojern Media Buy	\$ 5,000 - \$ 15,000	FY25 Co-op Marketing
Economic Impact	~ \$ 9,000	FY26 Research & Program Development
Visitor Profile	\$ 5,000 - \$ 8,000 (+ \$ 2,000 per add question 5 or more)	FY26 Research & Program Development
IPW	~ \$ 7,500	FY26 Tradeshows
HotelBeds	~ \$ 5,000 - \$ 6,000	FY26 Co-op Marketing
Various FAM Hosting	\$ 1,500 - \$ 2,500	FY26 FAM Trip Hosting
Spartan Race Sponsorship	\$ 5,000	FY25 General Events Promotion
LA Media Event	\$ 500	FY26 Co-op Marketing
Phoenix Media Event	\$ 500	FY26 Co-op Marketing

FY25 total: ~\$20,000-\$30,000

FY26 total: \$29,000-\$34,000 (plus more per survey question)

Motion By: Member P. Patel

Second By: D. Specchierla

Ayes (4) Member P. Patel, Member D. Specchierla, Member L. Keller, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

5.d SUPPLEMENTAL SUPPORT (15 MINUTES)

Economic Development & Tourism Manager Laura Fielder presented a consideration to the Board to seek support from Noble Studios to support the TBID program during staff's forthcoming planned family leave.

Public Comment:

None

--End of Public Comment--

To approve proposed amount of \$44,735 from available fund balance for additional support from Noble Studios during staff's forthcoming planned family leave.

Motion By: Member L. Keller

Second By: Member D. Specchierla

Ayes (4) Member L. Keller, Member D. Specchierla, Member P. Patel, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

5.e ELECTION OF CHAIR & VICE-CHAIR (10 MINUTES)

Motion By: Vice Chair C. Pearce

Second By: Member L. Keller

To approve appointing Vice Chair Pearce as Chair and Lori Keller as Vice Chair for the term July 2025 to March 2026 and to appoint Dante Specchierla to the TBID seat on the Promotional Coordinating Committee.

Public Comment:

None

--End of Public Comment--

Ayes (4) Member D. Specchierla, Member P. Patel, Member L. Keller and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE

Member L. Keller presented an update on Apple Farm's new ownership for the restaurant.

6.b MARKETING COMMITTEE UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update on the Mini-Marketing Retreat.

6.c MANAGEMENT COMMITTEE UPDATE

No meeting was held in May

6.d PCC UPDATE - Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on items the PCC has been working on.

6.e VISIT SLO CAL UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update on Visit SLO CAL activities.

6.f TOURISM PROGRAM UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on the tourism program.

7. ADJOURNMENT

The meeting was adjourned at 12:04 p.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for July 9, 2025, at 10:00 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

APPROVED BY TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD:
XX/XX/202X