



Promotional Coordinating Committee Minutes

July 12, 2023, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

Promotional Coordinating Committee Present: Committee Member Clint Pearce, Committee Member John Thomas, Committee Member Anni Wang, Committee Member Robin Wolf, Vice Chair Lori Larian, Chair Samantha Welch

Promotional Coordinating Committee Absent: Committee Member Maureen Forsberg

City Staff Present: Tourism Manager Molly Cano, Tourism Analyst Jacqui Clark-Charlesworth, City Clerk Teresa Purrington

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on July 12, 2023 at 5:28 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Welch.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By Committee Member Thomas

Second By Committee Member Wang

To approve Consent Items No. 3a. through 3g.

Ayes (6): Committee Member Pearce, Committee Member Thomas, Committee Member Wang, Committee Member Wolf, Vice Chair Larian, and Chair Welch

Absent (1): Committee Member Forsberg

- 3.a MINUTES OF THE REGULAR MEETING ON JUNE 14, 2023
- 3.b 2022-23 COMMUNITY PROMOTION BUDGET REPORT
- 3.c 2023-24 COMMUNITY PROMOTIONS BUDGET REPORT
- 3.d SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT
- 3.e SLO CHAMBER VISITOR CENTER REPORT
- 3.f SLO CHAMBER GIA SUPPORT REPORT
- 3.g TRANSIENT OCCUPANCY TAX (TOT) REPORT

4. PRESENTATIONS

- 4.a SLO CHAMBER FY 22-23 ANNUAL REPORT

SLO Chamber representative Hollie West presented the Q4 and annual report on the Public Relations, Visitor Services and GIA contract activities during FY 22-23.

Public Comment:

None

--End of Public Comment--

No Action taken on this item.

- 4.b SUPPORT LOCAL PROGRAM FY 22-23 ANNUAL REPORT

Verdin representatives Allie Rohlf and Ashley Scarcella presented the Q4 and FY 22-23 year-end report on the Support Local marketing activities, and the scope of work for the FY 23-24 program.

Public Comment:

None

--End of Public Comment--

No Action taken on this item.

- 4.c PUBLIC ART PROMOTION QUARTER REPORT

Verdin representatives Allie Rohlf and Ashley Scarcella presented the Public Art Promotion activities for the quarter, and updates on the next quarter activities.

Public Comment:

None

--End of Public Comment--

No Action taken on this item.

5. BUSINESS ITEMS

5.a CULTURAL GIA GRANT RECOMMENDATIONS

Tourism Manager Molly Cano and GIA subcommittee member(s) presented the grant recommendations for the committee's review and responded to questions. There was extensive discussion by the committee on various pending grant recommendations from the subcommittee.

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Wolf
Second By Committee Member Pearce

Approve the Cultural Grants in Aid funding recommendations outlined below:

Organization Name	Event Name	PCC Decision
RACE Matters SLO County	Belonging 2023: Braiding Water	Yes
Central Coast Shakespeare Festival	Love's Labor Lost	Yes
Orchestra Novo	Orchestra Novo Goes Hollywood, Pops ON The Sequel	Yes
SLO Symphony	SLO Symphony 2023-2024 Classics Season	Yes
Festival Mozaic	Mozart in the Mission	Yes
Central Coast Roller Derby (CCRD, Inc.)	Central Coast Roller Derby 2023 Home Bouts	Yes
Downtown SLO	27th Annual Concerts in the Plaza	Yes
San Luis Obispo Master Chorale	Chants Encounter; Holiday Festival; All-Night Vigil	Yes

SLO Overdose Awareness Day	SLO Overdose Awareness Day	Yes
Hospice SLO County	Light Up A Life	Yes
NAMI - SLO County Chapter	Community-Based Policing Forum	No
The SLO Roll Community Initiative, Inc.	Community Skate Park	No
Five Cities Diversity Coalition DbA Diversity Coalition SLO County	Fostering Understanding	No
San Luis Obispo County Arts Council	Open Studios Art Tour	No
Lumina Alliance	Lumina Alliance's Fall Family Festival & Walk for Survivors	No
Meals That Connect	Summer Smash for Seniors	No

5.b CULTURAL ARTS & COMMUNITY PROMOTIONS GRANT PROGRAM

Tourism Manager Molly Cano presented the final documents and timeline for the CACP Grant Program. It was decided the score card will go to the review subcommittee first and then the full committee. The review subcommittee consists of Chair Welch, Vice Chair Lerian and Member Thomas.

No formal action taken.

5.c PCC ANNUAL PROGRAM PLANNING

The committee reviewed projects, timeline and priorities for the coming FY. There is the potential to create a new banner for Independence Day as part of the banner project program. Staff will bring back more information at a future meeting.

No formal action taken.

5.d ARTS & HUMANITIES MONTH PLANNING

Tourism Manager Molly Cano presented background on Arts and Humanities Month in October and the opportunity to create a program that will engage locals and visitors with various arts and cultural experiences. In addition to the program, there is an opportunity to bring back a version of Plaza Pop-Ups with a piano in the Plaza for the duration of the month.

Motion By Vice Chair Lerian

Second By Committee Member Wolf

To allocate up to \$25,000 for the passport program and up to \$10,000 for the Piano in the Plaza activation.

Ayes (6): Committee Member Pearce, Committee Member Thomas, Committee Member Wang, Committee Member Wolf, Vice Chair Larian, and Chair Welch

Absent (1): Committee Member Forsberg

CARRIED (6 to 0)

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a GIA LIAISON REPORT – Liaison Assignments

Member Wang attended the Climate Action meeting.

6.b COMMITTEE OUTREACH UPDATE – Committee Report

None

6.c TBID BOARD REPORT – TBID Special Meeting Minutes: June 28, 2023

Member Pearce provided an update on the TBID meetings on June 28, 2023 and July 12, 2023

6.d TOURISM PROGRAM UPDATE – Staff Report

Tourism Manager Molly Cano provided an update on the Tourism program.

7. ADJOURNMENT

The meeting was adjourned at 7:49 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for September 13, 2023, 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