



## Promotional Coordinating Committee Minutes

September 13, 2023, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Maureen Forsberg, Committee Member Clint Pearce, Committee Member Anni Wang, Committee Member Robin Wolf, Vice Chair Lori Larian, Chair Samantha Welch

PCC Members Absent: Committee Member John Thomas

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

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### 1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on September 13, 2023, at 5:30 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 Wang

**Second By** Committee Member Pearce

To approve the Consent Items 3a. to 3f.

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

Absent (1): Committee Member Thomas

- 3.a MINUTES OF THE REGULAR MEETING ON JULY 12, 2023
- 3.b 2023-24 COMMUNITY PROMOTION BUDGET REPORT
- 3.c SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORTS
- 3.d SLO CHAMBER VISITOR CENTER REPORTS
- 3.e SLO CHAMBER GIA SUPPORT REPORT
- 3.f TRANSIENT OCCUPANCY TAX (TOT) REPORT

**4. PRESENTATIONS**

- 4.a PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE

Hollie West, SLO Chamber provided the Committee with an overview of the Public Relations activity updated for the past two months.

Public Comment:

None

*--End of Public Comment--*

**5. BUSINESS ITEMS**

- 5.a ARTOBER

Staff and contractors provided an overview of the ARTober program plan, including details of the community engagement campaign, “Experience ARTober” and pop-up installation “Piano in the Plaza”.

**Motion By** Vice Chair Larian

**Second By** Committee Member Wolf

To approve the plan and budget for ARTober including the PCC investment of \$25,000 from the Community Promotions budget for ARTober including \$17,500 for Verdin for marketing services, and the support of \$13,600 from the Economic Development budget for Piano in the Plaza.

Public Comment:

None

*--End of Public Comment--*

Ayes (6): Committee Member Forsberg, Committee Member Pearce, Committee Member Wang, Committee Member Wolf, Vice Chair Lerian, and Chair Welch

Absent (1): Committee Member Thomas

CARRIED (6 to 0)

5.b CACP SCORECARD

Staff provided an overview of the CACP grant scoring matrix.

**Motion By** Committee Member Pearce

**Second By** Committee Member Forsberg

To approve the CACP grant scorecard for use in the upcoming grant review as recommended by the task force.

Public Comment:

None

*--End of Public Comment--*

Ayes (6): Committee Member Forsberg, Committee Member Pearce, Committee Member Wang, Committee Member Wolf, Vice Chair Lerian, and Chair Welch

Absent (1): Committee Member Thomas

CARRIED (6 to 0)

**6. PCC LIAISON REPORTS AND COMMUNICATION**

6.a GIA LIAISON REPORT – Liaison Assignments

Member Lerian and Thomas, and Chair Welch provided updates on their Liaison assignments.

6.b COMMITTEE OUTREACH UPDATE – Committee Report

6.c TBID BOARD REPORT – TBID Meeting Minutes: August 9, 2023

Committee Member Pearce provided an update on items the TBID has been working on.

6.d TOURISM PROGRAM UPDATE – Staff Report

Tourism Manage Molly Cano provided an update on the Tourism Program.

**7. ADJOURNMENT**

The meeting was adjourned at 6:45 PM p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for October 11, 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