



## Promotional Coordinating Committee Minutes

October 11, 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 John Thomas, Vice Chair Lori Lerian, and Chair Samantha Welch

PCC Members Absent: Committee Member Anni Wang, and Committee Member Robin Wolf

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 October 11, 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** Vice Chair Lerian

**Second By** Committee Member Forsberg

To approve the Consent Items 3a through 3f.

Ayes (5): Committee Member Forsberg, Committee Member Pearce, Committee Member Thomas, Vice Chair Lerian, and Chair Welch

Absent (2): Committee Member Wang, and Committee Member Wolf

CARRIED (5 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON SEPTEMBER 13, 2023
- 3.b 2023-24 COMMUNITY PROMOTION BUDGET REPORT
- 3.c SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT
- 3.d SLO CHAMBER GUEST SERVICES REPORT
- 3.e SLO CHAMBER GIA SUPPORT REPORT
- 3.f TRANSIENT OCCUPANCY TAX (TOT) REPORT

**4. PRESENTATIONS**

- 4.a PUBLIC RELATIONS, GIA SUPPORT, AND VISITOR SERVICES QUARTERLY REPORT

Jim Dantona and Hollie West provided an overview of the Public Relations, GIA Support, and Visitor Services Quarterly Report. Dantona pointed out that significant decreases in certain numbers were due to more accurate tracking.

Public Comment:

None

*--End of Public Comment--*

No action taken on this item.

**5. BUSINESS ITEMS**

- 5.a FY 23-24 CACP GRANT AWARDS

The Committee reviewed the subcommittee recommendations for the FY 23-24 Cultural Arts & Community Promotions grants.

Public Comment

Patty Thayer, SLO Repertory Theatre

*-- End Public Comment--*

**Motion By** Committee Member Pearce

**Second By** Committee Member Forsberg

To approve the Subcommittee recommendations as presented.  
Liaison assignments were made.

- 5.b LUNAR NEW YEAR ACTIVATION

Tourism Manager Molly Cano provided an overview of the program proposal which included a Palm Street Block Party partly in celebration of the 150<sup>th</sup> anniversary of the Ah Louis Store. The program would be funded by Economic Development MCG work with additional City support for logistics.

Public Comment:

None

*--End of Public Comment--*

The PCC provided consensus support for the program proposal for staff to move forward with planning.

5.c ARTOBER PROGRAM UPDATE

Tourism Analyst Jacqui Clark-Charlesworth provided a status update on the ARTober program.

Public Comment:

None

*--End of Public Comment--*

No action taken on this item.

**6. PCC LIAISON REPORTS AND COMMUNICATION**

6.a GIA LIAISON REPORT – Liaison Assignments

6.b COMMITTEE OUTREACH UPDATE – Committee Report

6.c TBID BOARD REPORT – TBID Meeting Minutes: September 13 and 27, 2023

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

6.d TOURISM PROGRAM UPDATE – Staff Report

Tourism Manager Molly Cano provided an update on the Tourism Program including status of the Economic Development & Tourism Department restructure which had resulted in Cano being offered the position of Economic Development & Tourism Manager.

**7. ADJOURNMENT**

The meeting was adjourned at 6:54 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for November 8, 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