



## Promotional Coordinating Committee Minutes

November 8, 2023, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Maureen Forsberg, Committee Member John Thomas, Vice Chair Lori Larian, Chair Samantha Welch

PCC Members Absent: Committee Member Clint Pearce, Committee Member Anni Wang, Committee Member Robin Wolf

City Staff Present: Economic Development & Tourism Manager Molly Cano, Tourism Analyst Jacqui Clark-Charlesworth

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### 1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on November 8, 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 Thomas

**Second By** Committee Member Forsberg

To approve Consent Items 3a. through 3f.

Ayes (4): Committee Member Forsberg, Committee Member Thomas, Vice Chair Larian, and Chair Welch

Absent (3): Committee Member Pearce, Committee Member Wang, and Committee Member Wolf

- 3.a MINUTES OF THE REGULAR MEETING ON OCTOBER 11, 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 GRANT SUPPORT REPORT
- 3.f TRANSIENT OCCUPANCY TAX (TOT) REPORT

**4. PRESENTATIONS**

- 4.a PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE

Hollie West, SLO Chamber presented the report and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

- 4.b SUPPORT LOCAL QUARTERLY REPORT

Ashley Scarcella, Verdin presented the report and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

- 4.c PUBLIC ART PROMOTION PROGRAM REPORT

Ashley Scarcella, Verdin presented the report and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

**5. BUSINESS ITEMS**

5.a BUY LOCAL & EAT LOCAL BONUS PROGRAM PLANS

Economic Development & Tourism Manager Molly Cano and Tourism Analyst Jacqui Clark-Charlesworth presented the staff report and responded to inquiries.

Public Comment:

A member of the public (unnamed) asked clarifying questions and staff responded.

*--End of Public Comment--*

**Action:** No action taken on this item.

**6. PCC LIAISON REPORTS AND COMMUNICATION**

6.a GIA LIAISON REPORT – Liaison Assignments

No reports on this item.

6.b COMMITTEE OUTREACH UPDATE – Committee Report

No Community Outreach Updates.

6.c TBID BOARD REPORT – TBID Meeting Minutes: OCTOBER 11, 2023

Economic Development and Tourism Manager Molly Cano and Tourism Analyst Jacqui Clark-Charlesworth provided an update on items the TBID has been working on.

6.d TOURISM PROGRAM UPDATE – Staff Report

Economic Development & Tourism Manager Molly Cano provided an update on the Tourism Program.

**7. ADJOURNMENT**

The meeting was adjourned at 6:42 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for December 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