



Promotional Coordinating Committee Minutes

January 10, 2024, 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, Committee Member Anni Wang, Vice Chair Lori Lorian, Chair Samantha Welch

PCC Members Absent: Committee Member Robin Wolf

City Staff Present: Economic Development & Tourism Manager Molly Cano, Tourism & Community Promotions Manager 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 January 10, 2024 at 5:31 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 Lorian

Second By Committee Member Wang

To approve Consent Items 3a through 3f.

Ayes (6): Committee Member Forsberg, Committee Member Pearce, Committee Member Thomas, Committee Member Wang, Vice Chair Lorian, and Chair Welch

Absent (1): Committee Member Wolf

CARRIED (6 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON DECEMBER 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 REPORTS
- 3.f TRANSIENT OCCUPANCY TAX (TOT) REPORT

4. PRESENTATIONS

- 4.a SUPPORT LOCAL QUARTER REPORT

Ashley Scarcella, Verdin presented the second quarter report for the Support Local Marketing activities.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 4.b PUBLIC RELATIONS, GIA SUPPORT, AND VISITOR SERVICES QUARTER REPORT

Jim Dantona and Hollie West, SLO Chamber presented the second quarter report on the Visitor Services Center, GIA, and Public Relations.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a CACP GRANT PROGRAM UPDATE APPROVAL

The Committee reviewed and approved the components of the grant program for FY 24-25.

Public Comment:

None

--End of Public Comment--

Action: By consensus, the Committee approved the 24-25 CACP Grant Program and canceled the February 14, 2024 PCC meeting. A mandatory informational session for interested applicants will be held on February 8, 2024.

5.b EAT LOCAL BONUS & SLO RESTAURANT WEEK UPDATES

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented an update on Eat Local Bonus and SLO Restaurant Week and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5.c LUNAR NEW YEAR PROGRAM UPDATE

Amber Karson, Karson Butler Events presented the program plan for the Lunar New Year Activation and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Pearce

Second By Committee Member Wang

To approve funding of \$15,000 from community placemaking and recovery projects for a drone show at the end of the Lunar New Year Celebration.

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

Absent (1): Committee Member Wolf

CARRIED (6 to 0)

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 Special Meeting Minutes: December 18, 2023

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

6.d TOURISM PROGRAM UPDATE – Staff Report

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

7. ADJOURNMENT

The meeting was adjourned at 7:29 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for March 13, 2024 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