



## Promotional Coordinating Committee Minutes

March 13, 2024, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Maureen Forsberg, Committee Member John Thomas, Committee Member Anni Wang, Committee Member Robin Wolf, Vice Chair Lori Lorian, Chair Samantha Welch

PCC Members Absent: Committee Member Clint Pearce

City Staff Present: Tourism & Community Promotions Manager 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 March 13, 2024 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 Wolf

To approve Consent Items 3a to 3f.

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

Absent (1): Committee Member Pearce

CARRIED (6 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON JANUARY 10, 2024
- 3.b 2023-24 COMMUNITY PROMOTION BUDGET REPORT
- 3.c SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORTS
- 3.d SLO CHAMBER GUEST SERVICES REPORTS
- 3.e SLO CHAMBER GIA SUPPORT REPORTS
- 3.f TRANSIENT OCCUPANCY TAX (TOT) REPORTS

**4. PRESENTATIONS**

- 4.a PUBLIC RELATIONS MONTHLY ACTIVITY UPDATES (10 MIN)

Hollie West, SLO Chamber presented the monthly public relations activities for January and February and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

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

- 4.b BUY LOCAL BONUS RECAP (20 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth and SLO Chamber, Verdin Marketing and Badger Branding representatives presented the report and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

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

- 4.c EAT LOCAL BONUS & SLO RESTAURANT WEEK RECAP (20 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth and SLO Chamber, Verdin Marketing and Badger Branding representatives 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 PCC CHAIR & VICE-CHAIR APPOINTMENTS (10 MIN)

Public Comment:

None

*--End of Public Comment--*

**Motion By** Committee Member Wolf

**Second By** Committee Member Wang

To appoint Samantha Welch as Chair and Lori Lerian as Vice Chair.

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

Absent (1): Committee Member Pearce

CARRIED (6 to 0)

5.b CACP PROGRAM UPDATE (15 MIN)

Chair Welch and Tourism & Community Promotions Manager Clark-Charlesworth provided an update on the CACP grant process and went over the subcommittee review process and timeline.

Public Comment:

None

*--End of Public Comment--*

**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: January 10 and February 14, 2024

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth 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 7:02 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for April 10, 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