



Promotional Coordinating Committee Minutes

May 8, 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 Larian, Chair Samantha Welch

PCC Members Absent: Committee Member Lydia Bates

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

1. CALL TO ORDER

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

Approve Consent Items 3a to 3f.

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Anni Wang

Second By Committee Member Forsberg

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

Absent (1): Committee Member Bates

CARRIED (6 to 0)

3.a MINUTES OF THE REGULAR MEETING ON APRIL 10, 2024

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 from the SLO Chamber presented the report for the public relations activities that occurred over the past month.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

4.b INDEPENDENCE DAY BANNER UPDATE

Staff and Badger Branding shared an update on the Independence Day banners.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

5.a CULTURAL ARTS & COMMUNITY PROMOTIONS GRANT RECOMMENDATIONS

The CACP subcommittee presented the grant recommendations for the committee's review.

Public Comment:

Greg Ellis

Patty Thayer

Eric Veium

--End of Public Comment--

Motion By Committee Member Wolf

Second By Committee Member Thomas

To approve the Cultural Arts & Community Promotions Grant Recommendations, as recommended by the subcommittee.

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

Absent (1): Committee Member Bates

CARRIED (6 to 0)

5.b NEIGHBORHOOD CAMPAIGN RECAP & UPDATE

Staff and contractors provided a comprehensive recap and update on the status of the neighborhood campaign which began in May of 2021.

Public Comment:

Carrie Sundra

Jim Dantona

--End of Public Comment--

Motion By Committee Member Wolf

Second By Vice Chair Lorian

Form a taskforce, comprised of Chair Welch, Vice Chair Lorian, and Member Wolf, to look into logistics of the program and strategize ways to gather more public input. While the taskforce is active, pause spending on advertising for the project, with exception of Downtown as it operates independently from the overall neighborhood program.

Ayes (5): Committee Member Thomas, Committee Member Wang, Committee Member Wolf, Vice Chair Lorian, and Chair Welch

Noes (1): Committee Member Forsberg

Absent (1): Committee Member Bates

CARRIED (5 to 1)

5.c FY 24-25 COMMUNITY PROMOTIONS PROGRAM BUDGET

Staff presented the budget allocations for the FY 24-25 Community Promotions program budget and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Wang

Second By Committee Member Forsberg

To recommend the City Council approve the budget allocations for the FY 24-25 Community Promotions program budget, as presented by staff.

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

Absent (1): Committee Member Bates

CARRIED (6 to 0)

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a CACP LIAISON REPORT – Liaison Assignments

6.b COMMITTEE OUTREACH UPDATE – Committee Report

6.c TBID BOARD REPORT – TBID Meeting Minutes: April 10, 16 & May 1

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

7. ADJOURNMENT

The meeting was adjourned at 7:50 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for June 12, 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/2024