



## Promotional Coordinating Committee Minutes

June 12, 2024, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Lydia Bates, Committee Member John Thomas, Committee Member Anni Wang, Committee Member Robin Wolf, Chair Samantha Welch

PCC Members Absent: Committee Member Maureen Forsberg, Vice Chair Lori Lorian

City Staff Present: Economic Development & Tourism Manager Molly Cano, Tourism & Community Promotions Manager 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 June 12, 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

Public Comment:

None

*--End of Public Comment--*

**Motion By** Committee Member Wang

**Second By** Committee Member Bates

To approve the Consent agenda Items 3a to 3f.

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

Absent (2): Committee Member Forsberg, and Vice Chair Lerian

CARRIED (5 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON MAY 8, 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 (10 MIN)

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--*

- 4.b DOWNTOWN SUMMER SPENDING PROMOTION (15 MIN)

Economic Development & Tourism Manager, Molly Cano presented the program plan for the new promotion, Downtown Summer Spending.

Public Comment:

None

*--End of Public Comment--*

#### **5. BUSINESS ITEMS**

- 5.a NEIGHBORHOOD CAMPAIGN UPDATE (30 MIN)

The Neighborhood task force presented the recommended next steps in the Neighborhood Campaign for the committee's review and approval.

Public Comment:

None

*--End of Public Comment--*

**Motion By** Committee Member Wolf  
**Second By** Committee Member Wang

To move forward with Whereabout Travel as the Neighborhood Identity consultant for a budget of \$15,000 to come from Economic Development funds.

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

Absent (2): Committee Member Forsberg, and Vice Chair Lerian

CARRIED (5 to 0)

## **6. PCC LIAISON REPORTS AND COMMUNICATION**

### **6.a CACP LIAISON REPORT – Liaison Assignments**

Chair Welch attended the Sheep Shearing Shindig.

### **6.b COMMITTEE OUTREACH UPDATE – Committee Report**

None

### **6.c TBID BOARD REPORT – TBID Meeting Minutes: May 22, 2024**

Committee Member Bates 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 6:18 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for July 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