



Promotional Coordinating Committee Minutes

July 10, 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: 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 July 10, 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 Wang

Second By Committee Member Forsberg

To approve the Consent Agenda items 3a through 3e.

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)

- 3.a MINUTES OF THE REGULAR MEETING ON JUNE 12, 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 TRANSIENT OCCUPANCY TAX (TOT) REPORT

4. PRESENTATIONS

- 4.a SUPPORT LOCAL PROGRAM FY23-24 YEAR-END REPORT (15 MIN)

Ashlee Akers from Verdin Marketing provided the 23-24 year-end report for the Support Local marketing activities and responded to inquiries.

Action: No action taken on this item.

- 4.b SLO CHAMBER FY23-24 YEAR-END REPORT (20 MIN)

Hollie West and Jessica Blanco from the San Luis Obispo Chamber presented the 23-24 year-end report for Public Relations, Guest Services and Grant Support contracts and responded to inquiries.

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a NEIGHBORHOOD CAMPAIGN UPDATE (5 MIN)

Tourism and Community Promotions Manager Jacqui Clark-Charlesworth presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 5.b PCC ANNUAL PROGRAM PLANNING (25 MIN)

The Committee brainstormed ideas and program priorities for 2024-25 fiscal year.

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: June 13, 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 7:11 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for August 14, 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