



## Promotional Coordinating Committee Minutes

August 14, 2024, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Lydia Bates, Committee Member Maureen Forsberg, Committee Member John Thomas, Committee Member Robin Wolf, Vice Chair Lori Lerian, Chair Samantha Welch

PCC Members Absent: Committee Member Anni Wang

City Staff Present: 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 August 14, 2024 at 5:33 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 Lerian

**Second By** Committee Member Forsberg

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

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

Absent (1): Committee Member Wang

CARRIED (6 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON JULY 10, 2024
- 3.b 2024-25 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, SLO Chamber provided a presentation regarding the public relations activities that occurred during the past month.

Public Comment:

None

*--End of Public Comment--*

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

- 4.b NEIGHBORHOOD CAMPAIGN UPDATE (10 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth and the Task Force Members (John Thomas, Lori Lerian and Samantha Welch) provided an updated on the current status of the neighborhood identity study and campaign. The decision has been made to pause community outreach until more research has been conducted.

Public Comment:

None

*--End of Public Comment--*

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

#### 5. BUSINESS ITEMS

- 5.a ARTOBER PROGRAM PLANNING (20 MIN)

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

Public Comment:

Jim Dantona

*--End of Public Comment--*

*By consensus the Committee provided feedback and comments on updating the program components for 2024.*

**6. PCC LIAISON REPORTS AND COMMUNICATION**

6.a CACP LIAISON REPORT – None

6.b COMMITTEE OUTREACH UPDATE – None

6.c TBID BOARD REPORT – TBID Meeting Minutes: July 10 & 17

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 6:25 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for September 11, 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