



## Promotional Coordinating Committee Minutes

September 11, 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 Lerian, Chair Samantha Welch

PCC Members Absent: Committee Member Lydia Bates

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 September 11, 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 Wolf

**Second By** Committee Member Wang

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

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 AUGUST 14

- 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

**4. PRESENTATIONS**

- 4.a PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE

Hollie West, SLO Chamber provided the report on public activities that occurred over the past month.

**5. BUSINESS ITEMS**

- 5.a ARTOBER

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

Public Comment:

None

*--End of Public Comment--*

**Motion By** Committee Member Wang

**Second By** Vice Chair Lorian

To approve the ARTober program plan and approve the budget of \$25,000 to come from Community Placemaking & Recovery Projects line item.

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)

**6. PCC LIAISON REPORTS AND COMMUNICATION**

- 6.a CACP LIAISON REPORT – Liaison Assignments

Committee Member Thomas reported he went to SLO Overdose Awareness Day.

Committee Member Fosberg reported on the Monday Club 100th Anniversary event.

Vice Chair Lorian reported on the SLO Arts Council plans for Art After Dark

- 6.b COMMITTEE OUTREACH UPDATE – None
- 6.c TBID BOARD REPORT – TBID Meeting Minutes: August 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 6:13 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for October 9, 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