



Promotional Coordinating Committee Minutes

October 9, 2024, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member John Thomas, Committee Member Anni Wang, Vice Chair Lori Larian, Chair Samantha Welch

PCC Members Absent: Committee Member Lydia Bates, Committee Member Maureen Forsberg, Committee Member Robin Wolf

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 October 9, 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 Committee Member Thomas

Second By Committee Member Wang

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

Ayes (4): Committee Member Thomas, Committee Member Wang, Vice Chair Larian, Chair Welch

Absent (3): Committee Member Bates, Committee Member Forsberg, Committee Member Robin Wolf

CARRIED (6 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON SEPTEMBER 11, 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) REPORTS

4. PRESENTATIONS

- 4.a 2025-2027 COUNCIL GOAL SETTING PROCESS

The Committee received a presentation of the 2025-27 Council Goal setting process.

Public Comment:

None

--End of Public Comment--

- 4.b PUBLIC RELATIONS, GRANT SUPPORT AND GUEST SERVICES QUARTERLY REPORT

Jim Dantona, and Hollie West, SLO Chamber provided the first quarter reports for Public Relations, CACP Grant Support and Guest Services activities.

Public Comment:

None

--End of Public Comment--

- 4.c DOWNTOWN SUMMER SPENDING RECAP

Staff provided an overview of the results of the Downtown Summer Spending program.

Public Comment:

None

--End of Public Comment--

5. BUSINESS ITEMS

- 5.a ARTOBER PROGRAM UPDATE

Staff provided an update on how the ARTober program is progressing.

Public Comment:

None

--End of Public Comment--

ACTION: No action was taken.

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a CACP LIAISON REPORT – Liaison Assignments

6.b COMMITTEE OUTREACH UPDATE – Committee Report

Committee Member Thomas discussed the fundraising event for SLOREP.

6.c TBID BOARD REPORT – TBID Meeting Minutes: September 4, 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 6.41 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for November 13, 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