



## Promotional Coordinating Committee Minutes

January 8, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

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

City Staff Present: Tourism & Community Promotions Manager Jacqui Clark-Charlesworth, Economic Development & Tourism Manager Laura Fiedler

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### 1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on January 8, 2025 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

Item 3a pulled from Consent agenda and will be brought back at the next meeting.

Public Comment:

None

*--End of Public Comment--*

**Motion By** Committee Member Thomas

**Second By** Committee Member Bates

To approved Consent agenda items 3b through 3f.

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

Absent (1): None

CARRIED (6 to 0)

- 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
- 3.a MINUTES OF THE SPECIAL MEETING ON NOVEMBER 18, 2024

#### 4. PRESENTATIONS

- 4.a PUBLIC RELATIONS, GRANT SUPPORT, AND GUEST SERVICES QUARTER REPORT (20 MIN)

Representatives from the SLO Chamber presented the Q2 report for Public Relations, CACP Support and Guest Services activities.

Public Comment:

None

*--End of Public Comment--*

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

#### 5. BUSINESS ITEMS

- 5.a SLO RESTAURANT MONTH UPDATE (15 MIN)

Tourism and Community Promotions Manager Jacqui Clark-Charlesworth presented an update on SLO Restaurant month.

Public Comment:

None

*--End of Public Comment--*

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

- 5.b CULTURAL ARTS & COMMUNITY GRANTS PROGRAM (25 MIN)

The Committee discussed the status of the Cultural Arts & Community Grants Program and appointed Chair Welch, Committee Member Thomas and Committee Member Bates to review the applications and provide recommendations as the subcommittee.

Public Comment:

None

*--End of Public Comment--*

**6. PCC LIAISON REPORTS AND COMMUNICATION**

6.a CACP LIAISON REPORT – Liaison Assignments - None

6.b COMMITTEE OUTREACH UPDATE – Committee Report - None

6.c TBID BOARD REPORT – TBID Meeting Minutes: November 13 & December 11

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 6:30 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for February 12, 2025, 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