



Promotional Coordinating Committee Minutes

November 18, 2024, 5:30 p.m.

Council Hearing Room, 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 Lorian, 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 November 18, 2024 at 5:29 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:

Jim Dantona, SLO Chamber

Brianna Harris, SLO Chamber

--End of Public Comment--

3. CONSENT

Motion By Committee Member Wang

Second By Committee Member Forsberg

To approve Consent Items 3a through 3f.

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 1)

- 3.a MINUTES OF THE REGULAR MEETING ON OCTOBER 9, 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)

No presentation done due to contractor being out sick.

- 4.b ARTOBER RECAP (15 MIN)

Staff and contractors Ashlee Akers, Verdin Marketing and Molly Burchett, Badger Branding provided the results from the ARTober program.

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a SUPPORT LOCAL SCOPE OF WORK (30 MIN)

Ashlee Akers presented the proposed scope of work and responded to inquiries. The \$85,000 budget will come from Economic Development funds.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 5.b BUY LOCAL BONUS PROGRAM PLAN (15 MIN)

Tourism & 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.c 2025-2027 COUNCIL GOAL SETTING PROCESS UPDATE (20 MIN)
Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: Consensus to move forward with recommended goals to City Council.

6. PCC LIAISON REPORTS AND COMMUNICATION

- 6.a CACP LIAISON REPORT – Liaison Assignments

- 6.b COMMITTEE OUTREACH UPDATE – Committee Report

Member John Thomas updated the Committee on the mid-Higuera Street development project.

Chair Samantha Welch provided an update from the Mayor/Advisory Body Chair Quarterly lunch.

- 6.c TBID BOARD REPORT – TBID Meeting Minutes: October 9 & 28

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 6:45 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for December 11, 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