



Promotional Coordinating Committee Minutes

March 12, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Lydia Bates (left meeting at 7:30 p.m.), Committee Member Maureen Forsberg, Committee Member John Thomas, Committee Member Robin Wolf, Chair Samantha Welch

PCC Members Absent Committee Member Anni Wang

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 March 12, 2025 at 5:32 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 Bates

To approve Consent Items 3a through 3f.

Ayes (5): Committee Member Bates, Committee Member Forsberg, Committee Member Thomas, Committee Member Wolf, and Chair Welch

Absent (1): Committee Member Wang

CARRIED (5 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON FEBRAURY 12
- 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 NEIGHBORHOOD CAMPAIGN UPDATE (30 MIN)

Representatives from Whereabout presented their findings from their business district and neighborhood identity work.

Public Comment

Carrie Sundra, Alpenglow Industries

Adam Montiel, Broadcaster

--End of Public Comment--

Action: By consensus the Committee directed staff to put forth a City process by which customer-serving businesses can apply to receive one-time funding from the City for promotional purposes and to reestablish the subcommittee to work on the process. During FY 25-26 the businesses within a defined district would need to organize, get a majority to agree on a name and the promotional use of \$5,000 funds, and then apply for the grant, available through the Economic Development budget.

- 4.b SLO RESTAURANT MONTH RECAP (25 MIN)

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

Action: No action taken on this item.

- 4.c PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE (10 MIN)

Representative from SLO Chamber presented the report for the public relations activities that occurred over the past month.

Action: No action taken on this item.

5. BUSINESS ITEMS

5.a FY 2024-25 COMMUNITY PLACEMAKING & RECOVERY BUDGET (30 MIN)

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 Wolf

Second By Committee Member Thomas

To allocate funding for the following projects:

- Neighborhood maps up to \$5,000
- ARTober swag for 2025 promotion up to \$4,000
- Public Art Identity up to \$10,000
 - includes a refresh to the public art identity
 - update the public art style guide

Ayes (4): Committee Member Forsberg, Committee Member Thomas, Committee Member Wolf, and Chair Welch

Absent (2): Committee Member Bates, and Committee Member Wang

CARRIED (4 to 0)

5.b CONTRACTOR EVALUATION PROCESS (10 MIN)

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

Action: No action taken on this item.

5.c ELECTION OF CHAIR & VICE-CHAIR (10 MIN)

Motion By Committee Member Forsberg

Second By Chair Welch

To appoint John Thomas as Chair and Robin Wolf as Vice Chair for the next year.

Ayes (4): Committee Member Forsberg, Committee Member Thomas, Committee Member Wolf, and Chair Welch

Absent (2): Committee Member Bates, and Committee Member Wang

CARRIED (4 to 0)

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: February 12, 2025

Tourism & Community Promotions Manager Jacquie 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 8:03 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for April 9, 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