



Promotional Coordinating Committee Minutes

April 9, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

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

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

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on April 9, 2025 at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Thomas.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. APPOINTMENT - OATH OF OFFICE

City Clerk Teresa Purrington administered the Oath of Office to Dan Fredman.

4. COMMITTEE INTRODUCTIONS

Committee members, staff and contractors introduced themselves.

5. CONSENT

Motion By Member Welch

Second By Member Forsberg

To approve Consent Items 5.a to 5.f.

Ayes (7): Member Lydia Bates, Member Maureen Forsberg, Member Dan Fredman, Chair John Thomas, Member Anni Wang, Vice Chair Robin Wolf, Member Samantha Welch

CARRIED (7 to 0)

- 5.a MINUTES OF THE REGULAR MEETING ON MARCH 12
- 5.b 2024-25 COMMUNITY PROMOTION BUDGET REPORT
- 5.c SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT
- 5.d SLO CHAMBER GUEST SERVICES REPORT
- 5.e SLO CHAMBER GRANT SUPPORT REPORT
- 5.f TRANSIENT OCCUPANCY TAX (TOT) REPORT

6. PRESENTATIONS

- 6.a PUBLIC ART PROGRAM UPDATE (15 MIN)

Amanda Grieshop, Public Art Coordinator with City of San Luis Obispo, presented an overview of the public art program and priorities.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 6.b PUBLIC RELATIONS, GRANT SUPPORT, AND GUEST SERVICES QUARTER REPORT (15 MIN)

Briana Harris and Hollie West from the SLO Chamber presented the third quarter report for the Public Relations, Grant Support and Guest Services activities.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

7. BUSINESS ITEMS

7.a CONTRACTOR PROPOSALS (25 MIN)

Jim Dantona, Brianna Harris and Hollie West of the SLO Chamber presented the proposal for FY25-26 contracts for Public Relations, Grant Support and Guest Services activities.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

8. PCC LIAISON REPORTS AND COMMUNICATION

8.a CACP LIAISON REPORT – Liaison Assignments

8.b COMMITTEE OUTREACH UPDATE – Committee Report

8.c TBID BOARD REPORT – TBID Meeting Minutes: March 12, 2025

Committee Member Bates provided an update on items the TBID has been working on.

8.d TOURISM PROGRAM UPDATE – Staff Report

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on the Tourism Program.

9. ADJOURNMENT

The meeting was adjourned at 7:31 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for May 14, 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