



Promotional Coordinating Committee Minutes

May 14, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

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

PCC Member Absent: Committee Member Lydia Bates

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 May 14, 2025 at 5:31 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:

--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 Wang, Committee Member Forsberg, Committee Member Welch, Committee Member Fredman, Vice Chair Wolf, and Chair Thomas.

CARRIED (6 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON APRIL 9, 2025
- 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 2025 ARTS & CULTURE ECONOMIC IMPACT REPORT (25 MIN)

Summer Truschke from SLO County Arts and Vince Vasquez from PolicyCraft Institute presented findings from the 2025 Arts & Culture Economic Impact [report](#) that the City of SLO invested in.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

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

Hollie West from SLO Chamber presented the report for the public relations activities that occurred over the past month, also noting the new monthly report template that was part of the consent agenda.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

5.a CULTURAL ARTS & COMMUNITY PROMOTIONS GRANT
RECOMMENDATIONS (30 MIN)

The CACP subcommittee presented the CACP grant recommendations and discussed with the full committee.

Public Comment:

Tammy Paster, Meals that Connect Senior Nutrition Program

Patty Thayer, SLO Repertory Theatre

JBird, SLO Climate Coalition

Beth Bolyard, Central Coast Comedy Theatre

--End of Public Comment--

Motion By Committee Member Wang

Second By Committee Member Welch

To move forward with the CACP subcommittee grant recommendations as presented for approval to City Council in July.

Organization Name	Recommendations	Specific Items
Cal Poly Corporation	\$ 6,000.00	To be used towards media plan as presented.
Canzona Women's Ensemble	\$ 1,000.00	To be used towards media plan as presented.
Central Coast Childbirth Network	\$ 1,300.00	To be used towards media plan with the exception of printed flyers.
Central Coast Comedy Theater	\$ 2,000.00	To be used towards media plan with the exception of printed ads.
Central Coast Shakespeare Festival	\$ -	Not eligible for funding due to incomplete application, specifically overall budget section.
City Farm SLO	\$ 3,000.00	To be used towards media plan as presented.
Civic Ballet of San Luis Obispo	\$ 3,000.00	To be used towards media plan as presented.
Diversity Coalition San Luis Obispo County	\$ 4,000.00	To be used towards media plan with the exception of print.

Downtown SLO	\$ 12,000.00	To be used towards media plan as presented.
ECOSLO	\$ 3,000.00	To be used towards media plan as presented with the exception of print.
Girl Scouts of California's Central Coast	\$ -	Not recommended for funding due to limited reach to CACP's intended audience. See 6.g. of Program Specifications & Guidelines.
History Center of San Luis Obispo County	\$ 1,500.00	To be used towards media plan as presented.
History Revisited	\$ 9,000.00	To be used towards media plan as presented.
Hospice of San Luis County	\$ 1,250.00	To be used towards media plan as presented with the exception of print and bulk mailers.
Latino Outreach Council	\$ 6,000.00	To be used towards advertising and marketing, not entertainment or talent for event.
Orchestra Novo, Inc	\$ 3,000.00	To be used towards media plan as presented with the exception of print.
Saint Andrew Greek Orthodox Church	\$ 4,500.00	To be used towards media plan as presented.
San Luis Obispo International Film Festival, Inc.	\$ 6,000.00	To be used towards Variety Package only.
San Luis Obispo Master Chorale	\$ 2,500.00	To be used towards marketing of single series or a single event.
San Luis Obispo Repertory Theatre	\$ 8,300.00	To be used towards media plan as presented with the exception of printed mailers.
Senior Nutrition Program of San Luis Obispo	\$ -	Not eligible for funding due to event having a primary purpose of fundraising and not meeting goals of CACP grant intention. See 7.d. of Program Specifications & Guidelines.
SLO County Arts Council	\$ 5,075.00	To be used towards social media, email marketing and local media

		partnerships only.
SLO Beaver Brigade	\$ 5,075.00	To be used towards media plan as presented with the exception of printed mailers.
SLO Climate Coalition	\$ 4,750.00	To be used towards media plan as presented.
San Luis Obispo Museum of Art	\$ 6,500.00	To be used towards media plan as presented with the exception of printed mailers.
SLO Overdose Awareness Day	\$ 1,250.00	To be used towards video production, not hair and makeup.
The Monday Club	\$ -	Not eligible for funding due to event having a primary purpose of fundraising and not meeting goals of CACP grant intention. See 7.d. of Program Specifications & Guidelines.
	\$ 100,000.00	

Ayes (6) Committee Member Wang, Committee Member Welch, Committee Member Fredman, Committee Member Forsberg, Vice Chair Wolf, and Chair Thomas.

CARRIED (6 to 0)

5.b PUBLIC ART IDENTITY PROGRAM UPDATE (15 MIN)

Ashlee Akers of Verdin Marketing and Jacqui Clark-Charlesworth presented an update to the proposed Public Art Identity Program scope of work.

Public Comment:

None

-- End of Public Comment--

Motion By Committee Member Welch

Second By Committee Member Fredman

To approve an additional allocation of \$2,000 to a total of up to \$12,000 to the Public Art Identity Program update through the contract with Verdin Marketing. The funds are to be allocated from the PCC's Community Placemaking and Recovery Projects line item of their FY24-25 budget.

Ayes (6) Committee Member Welch, Committee Member Fredman, Committee Member Forsberg, Committee Member Wang, Vice Chair Wolf, and Chair Thomas.

CARRIED (6 to 0)

5.c FY 25-26 COMMUNITY PROMOTIONS PROGRAM BUDGET (25 MIN)

Jacqui Clark-Charlesworth presented the budget allocations for the FY 25-26 Community Promotions program budget that will be recommended to City Council.

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Welch

Second By Committee Member Forsberg

To approve the FY 25-26 Community Promotions program budget as presented.

Ayes (6) Committee Member Welch, Committee Member Forsberg, Committee Member Fredman, Committee Member Wang, Vice Chair Wolf, and Chair Thomas.

CARRIED (6 to 0)

5.d PCC CONTRACT APPROVALS (20 MIN)

Jacqui Clark-Charlesworth provided an update on the proposal for the two-year agreements with the SLO Chamber for Guest Services, Public Relations and Grant Promotions Support.

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Wang

Second By Vice Chair Wolf

Approved two-year agreements with the SLO Chamber for Guest Services, Public Relations and Grant Promotions Support with the option to reassess and increase in the second year based on deliverables met and available funding.

Ayes (6) Committee Member Wang, Vice Chair Wolf, Committee Member Welch, Committee Member Forsberg, Committee Member Fredman, and Chair Thomas.

CARRIED (6 to 0)

5.e ARTOBER SWAG UPDATE (5 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented an update to the ARTober swag for the 2025 promotion.

Public Comment:

None

--End of Public Comment--

Direction given to move forward with the design with all text on two lines and logo lock up on the bottom.

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a CACP LIAISON REPORT – Liaison Assignments

6.b COMMITTEE OUTREACH UPDATE – Committee Report

6.c TBID BOARD REPORT – TBID Meeting Minutes: April 9, 2025

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on items the TBID has been working on. Additionally, that Committee Member Lydia Bates, the TBID's appointed seat on PCC has stepped off the TBID due to taking another job out of area which leaves an opening on PCC for another TBID member to fill.

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 7:37 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for June 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