



Promotional Coordinating Committee Minutes

June 11, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

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

PCC Members Absent: Committee Member Maureen Forsberg

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

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on June 11, 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. CONSENT

Motion By: Committee Member Welch

Second By: Committee Member Wang

To approve Consent Items 3a. through 3f.

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

Absent (1) Committee Member Forsberg

CARRIED (6 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON MAY 14, 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 PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE (15 MINUTES)

Hollie West from SLO Chamber presented the public relations activities report for the month of May.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a NEIGHBORHOOD CAMPAIGN UPDATE (10 MINUTES)

Jacqui Clark-Charlesworth, Tourism & Community Promotions Manager provided an update on the neighborhood identity work and the next steps for the proposed grant process as well as an updated timeline.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5.b ARTOBER 2025 PROGRAM PLANNING (20 MINUTES)

Jacqui Clark-Charlesworth, Tourism & Community Promotions Manager, and Ashlee Akers of Verdin Marketing presented the proposed agency scope of work for the ARTober 2025 program.

Public Comment:

None

--End of Public Comment--

Motion By: Committee Member Wang

Second By: Committee Member Fredman

To approve \$26,000 from FY24-25 Community Placemaking & Recovery Projects line item for the ARTober 2025 program.

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

Absent (1) Committee Member Forsberg

CARRIED (6 to 0)

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a CACP LIAISON REPORT

Chair Thomas provided an update on attending the Greek Festival.

6.b COMMITTEE OUTREACH UPDATE – No update

6.c TBID BOARD REPORT – TBID Meeting Minutes: May 14, 2025

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on items the TBID has been working on.

6.d TOURISM PROGRAM UPDATE

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

7. ADJOURNMENT

The meeting was adjourned at 6:29 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for July 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