



## Promotional Coordinating Committee Minutes

July 9, 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 Dante Specchierla (*arrived at 6:00 p.m.*) Committee Member Anni Wang, Committee Member Samantha Welch, Vice Chair Robin Wolf and Chair John Thomas.

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 July 9, 2025 at 5:29 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:

Jim Dantona, CEO of SLO Chamber of Commerce, announced his candidacy for the SLO County Board of Supervisors and his plan to resign from the Chamber effective December 31, 2025.

*--End of Public Comment--*

### 3. CONSENT

**Motion By:** Committee Member Wang

**Second By:** Vice Chair Wolf

To approve Consent Items 3a. through 3e.

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

Absent (1) Committee Member Specchierla

CARRIED (6 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON JUNE 11, 2025
- 3.b 2025-26 COMMUNITY PROMOTION BUDGET REPORT
- 3.c SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT
- 3.d SLO CHAMBER GUEST SERVICES REPORT
- 3.e TRANSIENT OCCUPANCY TAX (TOT) REPORT

#### 4. PRESENTATIONS

- 4.a MISSION PLAZA ENHANCEMENT PROJECT UPDATE (15 MINUTES)

Anthony Ramos and Devin Hyfield from the City presented an update on the Mission Plaza Enhancement Project.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

- 4.b SUPPORT LOCAL PROGRAM ANNUAL REPORT (20 MINUTES)

Devan Spiegel from Verdin Marketing presented the FY 2024-25 year-end report on marketing activities for the Support Local Program.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

*Committee Member Specchierla joined the meeting at 6:00 p.m.*

- 4.c SLO CHAMBER ANNUAL REPORT (25 MINUTES)

Hollie West and Brianna Harris from the SLO Chamber of Commerce presented the annual report on the Public Relations, Guest Services and CACP Grant Support contract activities during FY 2024-25.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

**5. BUSINESS ITEMS**

5.a PCC ANNUAL PROGRAM PLANNING (15 MINUTES)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth reviewed with the committee projects, timelines and priorities for the FY2025-26 fiscal year.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action was taken on this item.

**6. PCC LIAISON REPORTS AND COMMUNICATION**

6.a CACP LIAISON REPORT

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth gave an update on the FY2025-26 funding recommendations and process for liaison assignments.

6.b COMMITTEE OUTREACH UPDATE

No updates at this time.

6.c TBID BOARD REPORT – TBID Meeting Minutes: June 11, 2025

Committee Member Specchierla 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 7:07 p.m. The next Regular Meeting of the Promotional Coordinating Committee is cancelled for August 13, 2025. The PCC will meet in a Special Meeting on July 15, 2025 at 1:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

---

APPROVED BY PROMOTIONAL COORDINATING COMMITTEE: XX/XX/202X