



Promotional Coordinating Committee Minutes

October 8, 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 Anni Wang, Committee Member Samantha Welch, Vice Chair Robin Wolf, and Chair John Thomas

PCC Members Absent: Committee Member Dante Specchierla

City Staff Present: Laura Fiedler, Economic Development & Tourism Manager, and McKenzie Taffe, Economic Development Analyst

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on October 8, 2025, at 5:32 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: Vice Chair Wolf

Second By: Committee Member Fredman

To approve consent items 3a. through 3f.

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

Absent (1) Committee Member Specchierla

CARRIED (6-0)

- 3.a MINUTES OF THE REGULAR MEETING ON SEPTEMBER 10, 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 SLO CHAMBER GRANT SUPPORT REPORT
- 3.f TRANSIENT OCCUPANCY TAX (TOT) REPORT

4. PRESENTATIONS

- 4.a PUBLIC RELATIONS, GRANT SUPPORT AND GUEST SERVICES QUARTERLY REPORT (15 MINUTES)

Brianna Harris and Hollie West from the SLO Chamber of Commerce presented the quarterly report for Public Relations, CACP Grant Support and Guest Services activities.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

5. BUSINESS ITEMS

- 5.a ARTOBER PROGRAM UPDATE (10 MINUTES)

Laura Fiedler, Economic Development & Tourism Manager, shared an update about the arts and cultural program, ARTober.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

5.b BUY LOCAL BONUS UPDATE (15 MINUTES)

McKenzie Taffe, Economic Development Analyst, shared an analysis of the first five years of the Buy Local Bonus program and preview of the program for the 2025 holiday season.

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

The PCC voted to form a subcommittee consisting of John Thomas, Dan Fredman, and Samantha Welch to review the FY 2026-27 CACP grant program application and make recommendations on any revisions. This is to be separate from the subcommittee that will review the applications.

6.b COMMITTEE OUTREACH UPDATE

No update at this time.

6.c TBID BOARD REPORT – TBID Meeting Minutes: SEPTEMBER 10, 2025

Laura Fiedler, Economic Development & Tourism Manager, provided an update on items the TBID has been working on.

6.d TOURISM PROGRAM UPDATE

Laura Fiedler, Economic Development & Tourism Manager provided an update on the Tourism Program.

7. ADJOURNMENT

The meeting was adjourned at 6:43 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for November 12, 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