



Promotional Coordinating Committee Minutes

November 12, 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, Committee Member Anni Wang, Committee Member Samantha Welch, Vice Chair Robin Wolf, Chair John Thomas
City Staff Present: 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 November 12, 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:

Hollie West from the SLO Chamber of Commerce shared that the new CEO of the Chamber has been selected: Garret Olson. He is expected to attend the next PCC meeting.

--End of Public Comment--

3. CONSENT

Motion By Committee Member Welch

Second By Committee Member Forsberg

To approve Consent Items 3a to 3f.

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

Abstain (1) Committee Member Specchierla

CARRIED (6-0)

3.a MINUTES OF THE REGULAR MEETING ON OCTOBER 8, 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 MONTHLY ACTIVITY UPDATE (15 MINUTES)

Hollie West from the SLO Chamber presented the report for the public relations activities that occurred over the past month.

- 4.b ARTOBER RECAP (10 MINUTES)

Ashlee Akers and Devan Spiegel from Verdin Marketing presented the results from ARTober.

5. BUSINESS ITEMS

- 5.a SUPPORT LOCAL PROGRAM PLAN (15 MINUTES)

Laura Fiedler, Economic Development & Tourism Manager, and the Verdin Marketing representatives presented this year's Buy Local Bonus and SLO Restaurant Month program plan for review and input.

Motion By Committee Member Forsberg

Second By Committee Member Fredman

To approve this year's Buy Local Bonus and SLO Restaurant Month program plan as presented, including up to \$32,000 in total expenditure to Verdin Marketing for marketing and paid media (\$25,000 out of FY 2025-26, \$7,000 out of remaining funds from FY 2024-25) and up to \$7,500 to Adam Monteil for SLO Restaurant Month outreach and promotion.

Ayes (7) Committee Member Forsberg, Committee Member Fredman, Committee Member Specchierla, Committee Member Wang, Committee Member Welch, Vice Chair Wolf and Chair Thomas.

CARRIED (7-0)

6. PCC LIAISON REPORTS AND COMMUNICATION

- 6.a CACP LIAISON REPORT

Committee Member Welch provided an update on the Dia de los Muertos Festival in the Plaza.

Chair Thomas provided an update on the CACP Liaison Report. The PCC by consensus decided to hold a Special Meeting on Monday, November 17, 2025 at 10:00 a.m.

6.b COMMITTEE OUTREACH UPDATE – Committee Report

No update at this time.

6.c TBID BOARD REPORT – TBID Meeting Minutes: October 8, 2025

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

6.d TOURISM PROGRAM UPDATE – Staff Report

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

7. ADJOURNMENT

The meeting was adjourned at 6:22 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for January 14, 2026 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