



Promotional Coordinating Committee Minutes

November 17, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

PCC Members Present:	Committee Member Specchierla, Committee Member Anni Wang, Committee Member Samantha Welch, Vice Chair Robin Wolf, and Chair John Thomas
PCC Members Absent:	Committee Member Maureen Forsberg, Committee Member Dan Fredman
City Staff Present:	Laura Fiedler, Economic Development & Tourism Manager

1. CALL TO ORDER

A Special Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on Monday, November 17, 2025 at 10:07 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Thomas.

2. PUBLIC COMMENT FOR ITEMS ON THE AGENDA ONLY

Public Comment:

None

--End of Public Comment--

3. BUSINESS ITEMS

3.a MODIFICATIONS TO THE FY 2025-26 CULTURAL ARTS AND COMMUNITY PROMOTIONS GRANT AWARDS

Committee Member Welch recused herself from the vote on grant funding for Downtown SLO as she is on the Board of Directors for Downtown SLO.

Laura Fiedler, Economic Development & Tourism Manager, presented the staff report for PCC grant award modifications, including the two following recommendations for PCC consideration:

1. Recommend that the City Council authorize the City Manager or her designee to modify allowed uses of grant funding when executing contracts for the FY 2025-26 Cultural Arts and Community Promotions (CACP) grant recipients; and

2. Recommend that the City Council authorize the City Manager or her designee to use discretion in accepting or rejecting submitted receipts from the FY 2025-26 grant recipients, in the amount of up to \$100,000, while ensuring overall purpose and intent remains consistent with recommendations from the Promotional Coordinating Committee and approval by City Council.

Motion By Committee Member Wang

Second By Vice Chair Wolf

Proceed with Recommendation #1 as detailed in the staff report, approving the proposed alternative use of funds by Downtown SLO for the 2025 Concerts in the Plaza series of up to \$10,550, excluding \$2,000 in proposed printing costs.

Ayes (4): Committee Member Wang, Vice Chair Wolf, Chair Thomas, Committee Member Specchierla

Recused (1): Committee Member Welch

CARRIED (4 to 0)

Motion By Committee Member Welch

Second By Committee Member Specchierla

Approving the proposed alternative use of funds for SLO International Film Festival up to \$6,000, as detailed in the staff report.

Ayes (5): Committee Member Welch, Committee Member Specchierla Committee Member Wang, Vice Chair Wolf, Chair Thomas

CARRIED (5 to 0)

Motion By Committee Member Welch

Second By Committee Member Wang

Motion to:

- Reword recommendation to "up to the approved grant amount " instead of "in the amount of up to \$100,000"
- Add that grantees must notify staff of any requested deviation in the use of funds in advance of the expenditure, and staff will bring any substantial deviations back to the PCC for consideration
- Change "her" to "their" in the recommendation.

Ayes (5): Committee Member Welch, Committee Member Wang, Committee Member Specchierla, Vice Chair Wolf, Chair Thomas

CARRIED (5 to 0)

4. ADJOURNMENT

The meeting was adjourned at 10:52 a.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