



Promotional Coordinating Committee Minutes

January 14, 2026, 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 January 14, 2026, 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:

Garret Olson introduced himself as the new CEO of the San Luis Obispo Chamber of Commerce.

--End of Public Comment--

3. CONSENT

Motion By Committee Member Specchierla

Second By Committee Member Welch

To approve Consent Items 3a to 3f.

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

CARRIED (7-0)

3.a MINUTES OF THE REGULAR MEETING ON NOVEMBER 12, 2025 AND THE SPECIAL MEETING ON NOVEMBER 17, 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 (20 MINUTES)

Hollie West and Brianna Harris from the SLO Chamber of Commerce presented the Q2 report for the Public Relations, CACP Support and Guest Services activities.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

4.b SLO RESTAURANT MONTH UPDATE (10 MINUTES)

Economic Development & Tourism Manager Laura Fiedler presented the SLO Restaurant Month update.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

5. BUSINESS ITEMS

5.a LUNAR NEW YEAR CELEBRATION PROPOSAL (15 MINUTES)

Matt Pennon, Diversity, Equity & Inclusion Manager and Samantha Vethavanam, Diversity, Equity & Inclusion Admin Specialist presented the Lunar New Year Celebration Proposal and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Forsberg
Second By Committee Member Welch

To approve expenditures up to \$19,500 for the Lunar New Year celebration as presented, including for installation of the stage, lighting, and decorations, professional entertainment fees, printing of street banners, purchase of decorations, and paid media/advertising.

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

CARRIED (7-0)

5.b CULTURAL ARTS & COMMUNITY PROMOTIONS GRANT PROGRAM
(20 MINUTES)

Economic Development & Tourism Manager Laura Fiedler presented the Cultural Arts & Community Promotions Grant Program and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Wolf
Second By Member Specchierla

To approve the proposed modifications and grant program timeline as presented.

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

CARRIED (7-0)

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a CACP LIAISON REPORT – Liaison Assignments

No CACP Liaison report updates.

6.b COMMITTEE OUTREACH UPDATE – Committee Report

Chair John Thomas provided brief information regarding the Community Academy.

6.c TBID BOARD REPORT – TBID Meeting Minutes: November 12, 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 the Tourism Program Update.

7. ADJOURNMENT

The meeting was adjourned at 7:31 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for February 11, 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