



## Promotional Coordinating Committee Minutes

February 11, 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 and McKenzie Taffe, Economic Development Analyst

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### 1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on February 11, 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:

Ashlee Akers, Partner and Chief Strategy Officer of Verdin Marketing, shared that the City of San Luis Obispo had won awards for two recent support campaigns completed with Verdin Marketing: the Marcom Gold Award for the 2025 ARTober campaign, awarded by the International Association of Marketing and Communication Professionals, and the Image Award for the 2024 Downtown Summer Spending Campaign, awarded by the Public Relations Society of America Central California Chapter.

*--End of Public Comment--*

### 3. CONSENT

**Motion By** Committee Member Specchierla

**Second By** Committee Member Wang

To approve Consent Items 3a to 3f.

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

- 3.a MINUTES OF THE REGULAR MEETING ON JANUARY 14, 2026
- 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 BUY LOCAL BONUS RECAP (20 MINUTES)

Economic Development Analyst McKenzie Taffe presented the Buy Local Bonus Recap and responded to Committee inquiries.

Public Comment:

None

*--End of Public Comment--*

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

- 4.b SLO RESTAURANT MONTH RECAP (20 MINUTES)

Economic Development Analyst McKenzie Taffe and Adam Montiel presented the SLO Restaurant Month Recap and responded to Committee inquiries.

Public Comment:

None

*--End of Public Comment--*

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

**5. BUSINESS ITEMS**

- 5.a MID-YEAR BUDGET STATUS AND PROGRAM PRIORITIES (15 MINUTES)

Economic Development & Tourism Manager Laura Fiedler presented the Mid-Year Budget Status & Program Priorities and responded to inquiries.

**Action:** The Committee brainstormed ideas for projects and activities to implement during the remainder of the fiscal year. The Committee aligned on the following ideas to explore further: 1) further downtown promotions, particularly in support of the new Cultural Arts District area; 2) moving forward work with the SLO Chamber of Commerce from next fiscal year to this fiscal year; 3) looking at advertising for support local programs.

Public Comment:

None

*--End of Public Comment--*

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

**6. PCC LIAISON REPORTS AND COMMUNICATION**

6.a CACP LIAISON REPORT – Liaison Assignments

Chair Thomas provided an update on the San Luis Obispo Repertory Theatre.

6.b COMMITTEE OUTREACH UPDATE – Committee Report

No updates at this time.

6.c TBID BOARD REPORT – TBID Meeting Minutes: January 14, 2026

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 Economic Development and Tourism Program.

**7. ADJOURNMENT**

The meeting was adjourned at 7:22 p.m. The March 11, 2026, Regular Meeting of the Promotional Coordinating Committee is canceled and rescheduled to March 18, 2026, at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

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