



Promotional Coordinating Committee Minutes

March 18, 2026, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Specchierla, Committee Member Samantha Welch, Vice Chair Robin Wolf, Chair John Thomas

PCC Members Absent: Committee Member Maureen Forsberg, Committee Member Dan Fredman, Committee Member Anni Wang

City Staff Present: Tourism & Community Promotions Manager Jacqui Clark-Charlesworth

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on March 18, 2026 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 Committee Member Specchierla

Second By Committee Member Welch

To approve Consent Items 3a to 3f.

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

Absent (3): Committee Member Fredman, Committee Member Forsberg, Committee Member Wang

CARRIED (4 to 0)

3.a MINUTES OF THE REGULAR MEETING ON FEBRUARY 11, 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 LUNAR NEW YEAR RECAP (15 MIN)

Diversity, Equity, and Inclusion Manager Matt Pennon presented the Lunar New Year recap and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

4.b DOWNTOWN SLO UPDATE (20 MIN)

Downtown SLO representatives presented the update and responded to inquiries.

Public Comment:

David, Mission College Preparatory Catholic high school student

--End of Public Comment--

Action: No action taken on this item.

4.c PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE (15 MIN)

Hollie West from the SLO Chamber of Commerce presented the staff report and responded to inquiries.

Public Comment:

Unknown 1, Mission College Preparatory Catholic high school student

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

5.a CONTRACTOR EVALUATIONS (5 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the contractor evaluations and responded to inquiries.

Public Comment:

Hollie West of the SLO Chamber of Commerce shared she is appreciative of the feedback as a contractor.

--End of Public Comment--

Action: No action taken on this item.

5.b CACP SUBCOMMITTEE SELECTION (15 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the CACP subcommittee selection and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: The Committee selected the following Members for CACP subcommittee review: Committee Member Dan Fredman, Vice Chair Robin Wolf and Chair John Thomas.

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

No updates at this time.

6.c TBID BOARD REPORT – TBID Meeting Minutes: February 11, 2026

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

6.d TOURISM PROGRAM UPDATE – Staff Report

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on the Tourism Program.

7. ADJOURNMENT

The meeting was adjourned at 6:59 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for April 8, 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