



# PROMOTIONAL COORDINATING COMMITTEE

## Minutes

**Wednesday, April 13, 2022**  
**Regular Meeting of the Promotional Coordinating Committee**

### **CALL TO ORDER**

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on Wednesday, April 13, 2022 at 5:30 p.m., by Chair Thomas.

### **ROLL CALL**

**Present:** Chair John Thomas, Vice Chair Samantha Welch and Committee Members, Maureen Forsberg, Lori Larian, David Smith, and Anni Wang.

**Absent:** Robin Wolf

**Staff:** Tourism Manager Molly Cano and Deputy City Clerk Kevin Christian

### **PUBLIC COMMENT ITEMS NOT ON THE AGENDA**

None

*--End of Public Comment--*

### **CONSENT ITEMS**

**ACTION:** UPON MOTION BY VICE CHAIR WELCH, SECONDED BY COMMITTEE MEMBER FORSBERG, CARRIED 6-0 to approve the Consent Agenda items 1 thru 7.

- C.1 Minutes of the Meeting on March 9, 2022
- C.2 2021-22 Community Promotions Budget Report
- C.3 SLO Chamber Monthly Public Relations Report
- C.4 SLO Chamber Visitor Center Report
- C.5 SLO Chamber GIA Support Report
- C.6 TOT Report
- C.7 Modified GIA Program: Grant Recommendation Report

## **PRESENTATIONS**

### **1. NEW COMMITTEE MEMBER INTRODUCTION**

Introductions were made between the Committee members and new member David Smith, the representative of the Tourism Business Improvement District Board.

### **2. SLO CHAMBER Q3 REPORT**

SLO Chamber representatives Jacqui Clark-Charlesworth and Dusty Colyer-Worth presented the report on the public relations, Visitor Services, and GIA contract activities for the third quarter, and responded to Committee questions.

#### **Public Comme**

None

*--End of Public Comment--*

**ACTION:** No action was taken on this Receive and File item.

### **3. VERDIN MARKETING Q3 REPORT**

Verdin Marketing representative Ashlee Akers presented the FY 21-22 Support Local Program marketing activities report.

#### **Public Comment**

None

*--End of Public Comment--*

**ACTION:** No action was taken on this Receive and File item.

## **BUSINESS ITEMS**

### **1. FY 22-23 CULTURAL GIA PROGRAM REVIEW**

Chair Thomas and Tourism Manager Cano presented an overview of the program's history, reviewed the program objective and current assumptions, and reviewed the proposed program format, funding, and timeline.

#### **Public Comment**

Dusty Colyer-Worth

*--End of Public Comment--*

**ACTION:** UPON MOTION BY COMMITTEE MEMBER SMITH, SECONDED BY COMMITTEE MEMBER WANG, CARRIED 6-0 to approve the proposed GIA program and timeline with modifications to:

- Sustainability and Inclusion requirements
- Application timing

### **2. ARTS & CULTURE RECOVERY GRANT PROPOSAL**

Tourism Manager Molly Cano reviewed the creation and purpose of the one-time Arts & Culture Recovery Grant program.

#### **Public Comment**

None

*--End of Public Comment--*

**ACTION:** UPON MOTION BY VICE CHAIR WELCH, SECONDED BY COMMITTEE MEMBER SMITH, CARRIED 6-0 to approve the one-time Arts & Culture Recovery Grant proposal.

### **3. FY 22-23 BUDGET DIRECTION & CONTRACT EVALUATIONS**

Tourism Manager Molly Cano reviewed the planning process and presented the budget and contract options.

#### **Public Comment**

None

*--End of Public Comment--*

**ACTION:** UPON MOTION BY COMMITTEE MEMBER SMITH, SECONDED BY COMMITTEE MEMBER LERIAN, CARRIED 6-0 to approve the budget as presented with the \$29,873 remainder being allocated to the “Community Placemaking and recovery projects” category.

### **PCC LIAISON REPORTS AND COMMUNICATION**

#### **1. GIA LIAISON REPORT**

Committee Member Lerian reported on Children’s Day in the Plaza.

#### **2. COMMITTEE OUTREACH UPDATE**

Chair Thomas reminded the Committee about the upcoming Brown Act training on April 21, 2022.

#### **3. TBID BOARD REPORT**

TBID Chair David Smith reported that the recent TBID meeting did not have a quorum and he further reported on vacancies due to recent resignations.

#### **4. TOURISM PROGRAM UPDATE**

Tourism Manager Cano provided a brief Tourism Program update.

### **ADJOURNMENT**

The meeting was adjourned at 7:29 p.m. The next Regular Promotional Coordinating Committee meeting is scheduled for Wednesday, May 11, 2022 at 5:30 p.m. at City Hall 990 Palm Street.

APPROVED BY THE PROMOTIONAL COORDINATING COMMITTEE: 05/11/2022