



PROMOTIONAL COORDINATING COMMITTEE

Minutes - DRAFT

Wednesday, June 9, 2021
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, June 9, 2021 at 5:31 p.m., by Chair Thomas via teleconference.

ROLL CALL

Present: Chair John Thomas, Vice Chair Samantha Welch, Committee Members John Conner, Maureen Forsberg, Ryan Heath, Lori Lerian, and Robin Wolf

Absent: None

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

PUBLIC COMMENT ITEMS NOT ON THE AGENDA

Dana Matteson

--End of Public Comment--

CONSENT ITEMS

ACTION: UPON MOTION BY COMMITTEE MEMBER LERIAN, SECONDED BY COMMITTEE MEMBER WOLF, CARRIED 7-0 to approve the Consent Agenda items 1 thru 6.

C.1 Minutes of the Meeting on May 12, 2021

C.2 2020-21 Community Promotions Budget Report

C.3 SLO Chamber Monthly Public Relations Report

C.4 SLO Chamber Visitor Center Report

C.5 SLO Chamber Modified GIA Marketing Support Report

C.6 TOT Report

PRESENTATIONS

1. PUBLIC RELATIONS, MONTHLY REPORT

SLO Chamber of Commerce representative, Jacqui Clark-Charlesworth presented highlights from the public relations report for the month and responded to committee questions.

Public Comment

None.

--End of Public Comment--

No action was taken on this item.

BUSINESS ITEMS

1. SERIES 4 BANNER CONCEPTS

Katy McGrath from Badger Branding presented two versions of the series 4 banner design concepts for final committee consideration.

Public Comment

Dusty Colyer-Worth

Dana Matteson

Jacqui Clark-Charlesworth

--End of Public Comment--

ACTION: UPON MOTION BY COMMITTEE MEMBER HEATH, SECONDED BY VICE CHAIR WELCH, CARRIED 6-1 (Committee Member Conner Opposed) to approve the simple icon design, with modifications as discussed to be approved by Tourism Manager Cano.

2. FY 20-21 PROGRAM BUDGET STATUS

Tourism Manager Cano presented the status of the FY 20-21 budget and responded to committee questions.

Public Comment

None.

--End of Public Comment--

ACTION: UPON MOTION BY COMMITTEE MEMBER CONNER, SECONDED BY VICE CHAIR WELCH, CARRIED 7-0 to allocate \$3,527 to prepay for FY 21-22 Media Monitoring Services.

ACTION: UPON MOTION BY COMMITTEE MEMBER LERIAN, SECONDED BY COMMITTEE MEMBER FORSBURG, CARRIED 7-0 to extend the dates of the GIA program from end of Fiscal Year 20-21, through to end of the calendar year 2021.

3. FY 21-22 MODIFIED GIA PROGRAM

Chair Thomas reviewed the COVID-19 induced recommended modifications to the GIA program for FY 21-22, and responded to committee questions. Tourism Manager Cano reviewed the timeline.

Public Comment

Dana Matteson

--End of Public Comment--

ACTION: UPON MOTION BY VICE CHAIR WELCH, SECONDED BY COMMITTEE MEMBER WOLK, CARRIED 7-0 to approve the Modified GIA Program as presented.

4. FY 21-22 COMMUNITY PROMOTIONS PROGRAM BUDGET

Tourism Manager Cano presented the outline of the FY 21-22 budget considerations and responded to committee questions.

Public Comment

Katy McGrath

Dusty Colyer-Worth

--End of Public Comment--

ACTION: UPON MOTION BY COMMITTEE MEMBER WOLF, SECONDED BY COMMITTEE MEMBER CONNER, CARRIED 7-0 to approve the FY 21-22 Community Promotions budget allocations and recommend to City Council.

PCC LIAISON REPORTS AND COMMUNICATION

1. GIA LIAISON REPORT

Vice Chair Welch reported on Restorative Partners Grill Cheese Festival.

2. COMMITTEE OUTREACH UPDATE -

Committee Member Forsberg reported on SLO Chamber of Commerce ribbon cutting events.

3. TBID BOARD REPORT – TBID Meeting Minutes: May 12, 2021

John Conner provided a brief overview of the TBID Board Meeting.

4. TOURISM PROGRAM UPDATE

Tourism Manager Cano provided a brief Tourism Program update, highlighting the Buy Local Bonus program.

ADJOURNMENT

The meeting was adjourned at 6:46 p.m. The next Regular Promotional Coordinating Committee meeting is scheduled for Wednesday, July 14, 2021 at 5:30 p.m. The location in person or via teleconference will be announced when the agenda is posted, based on COVID-19 re-opening protocol.

APPROVED BY THE PROMOTIONAL COORDINATING COMMITTEE: XX/XX/2021