



PROMOTIONAL COORDINATING COMMITTEE

Minutes - DRAFT

Wednesday, May 12, 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, May 12, 2021 at 5:31 p.m., by Chair Thomas via teleconference.

Chair Thomas opened the meeting with a moment of silence in honor of Officer Luca Benedetti.

ROLL CALL

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

Absent: None

Staff: Tourism Manager Molly Cano and City Clerk Teresa Purrington

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 LERIAN, CARRIED 7-0 to approve the Consent Agenda items 1 thru 7.

C.1 Minutes of the Meeting on April 14, 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

C.7 Modified GIA Program: Grant + Plaza Partnership Recommendation Report

PRESENTATIONS

1. PUBLIC RELATIONS, MONTHLY REPORT

SLO Chamber of Commerce representative, Jacqui Clark-Charlesworth provided a PowerPoint presentation and responded to Committee inquiries.

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 the series 4 banner design concepts.

Public Comment

Dusty Colyer-Worth

Jacqui Clark-Charlesworth

--End of Public Comment--

ACTION: By consensus the Committee directed to move forward with Design 3 with the color pallet and shadowing of Design 1 and come back at the next meeting with refined designs.

2. NEIGHBORHOOD MAP PROJECT

Jacqui Clark-Charlesworth, SLO Chamber presented a project proposal for the development of maps for select Downtown adjacent neighborhoods and/or business districts.

Public Comment

None.

--End of Public Comment--

ACTION: UPON MOTION BY COMMITTEE MEMBER WOLF, SECONDED BY COMMITTEE MEMBER FORSBERG, CARRIED 7-0 to use the leftover funds to produce the new maps as presented at the meeting.

3. SLO CHAMBER CONTRACT PROPOSALS

Jim Dantona, Dusty Colyer-Worth and Jacqui Clark-Charlesworth, SLO Chamber presented a contract proposal for Public Relations Support, Visitor Services and GIA Support.

Public Comment

None.

--End of Public Comment--

ACTION: UPON MOTION BY VICE CHAIR WELCH, SECONDED BY COMMITTEE MEMBER CONNER, CARRIED 7-0 to contract proposal for Public Relations Support, Visitor Services and GIA support as presented.

1. FY 21-22 BUDGET DIRECTION & CONTRACT EVALUATIONS

Tourism Manager Molly Cano presented the Committee's budget for FY 21-22.

Public Comment

None.

--End of Public Comment--

No Action Taken on this item.

PCC LIAISON REPORTS AND COMMUNICATION

1. GIA LIAISON REPORT

Member Lerian reported on SLO Bike Coalition, RACE Matters combined event.
Chair Thomas announce SLO Pride events.
Member Welch reported on Restorative Partners Grill Cheese Festival.

2. COMMITTEE OUTREACH UPDATE -

provided an update on SLO Master Coral and Spokes 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.

ADJOURNMENT

The meeting was adjourned at 7:54 p.m. The next Regular Promotional Coordinating Committee meeting is scheduled for Wednesday, June 9, 2021 at 5:30 p.m., via teleconference.

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