



## Promotional Coordinating Committee Minutes

June 14, 2023, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

Promotional Coordinating Committee Present: Committee Member Clint Pearce, Committee Member John Thomas, Committee Member Anni Wang, Vice Chair Lori Lorian, Chair Samantha Welch

Promotional Coordinating Committee Absent: Committee Member Maureen Forsberg, and Committee Member Robin Wolf

City Staff Present: Tourism Manager Molly Cano, Tourism Analyst Jacqui Clark-Charlesworth, City Clerk Teresa Purrington

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### 1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on June 14, 2023 at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Welch.

### 2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

*--End of Public Comment--*

### 3. CONSENT

**Motion By** Vice Chair Lorian

**Second By** Committee Member Thomas

To approve Consent Items 3a through 3f.

Ayes (5): Committee Member Pearce, Committee Member Thomas, Committee Member Wang, Vice Chair Lorian, and Chair Welch

Absent (2): Committee Member Forsberg and Committee Member Wolf

CARRIED (5 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON MAY 10, 2023
- 3.b 2022-23 COMMUNITY PROMOTION BUDGET REPORT
- 3.c SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORTS
- 3.d SLO CHAMBER VISITOR CENTER REPORTS
- 3.e SLO CHAMBER GIA SUPPORT REPORTS
- 3.f TRANSIENT OCCUPANCY TAX (TOT) REPORT

**4. PRESENTATIONS**

- 4.a PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE

Hollie West, SLO Chamber presented the Public Relations monthly activity update for April and May.

**ACTION:** No action was taken on this item.

**5. BUSINESS ITEMS**

- 5.a SUPPORT LOCAL VIDEO PROJECT PROPOSAL

Ashley Scarcella, Verdin Marketing, provided a presentation on the comprehensive neighborhood video.

Public Comment

None

*--End Public Comment--*

The committee discussed their interest in multiple voices represented across the different neighborhoods rather than a singular voice as previously discussed.

**Motion By** Vice Chair Lorian

**Second By** Committee Member Pearce

To approve the proposal for the comprehensive neighborhood video proposal in the amount of \$11,000.

Ayes (5): Committee Member Pearce, Committee Member Thomas, Committee Member Wang, Vice Chair Lorian, and Chair Welch

Absent (2): Committee Member Forsberg and Committee Member Wolf

CARRIED (5 to 0)

5.b FY 22-23 COMMUNITY PROMOTIONS BUDGET STATUS

Tourism Manager Molly Cano provided the Committee with the status of the 22-23 budget.

Public Comment

None

*--End Public Comment--*

**Motion By** Committee Member Wang

**Second By** Vice Chair Lorian

To prepay the media monitoring contract in the amount of \$3,700.

Ayes (5): Committee Member Pearce, Committee Member Thomas, Committee Member Wang, Vice Chair Lorian, and Chair Welch

Absent (2): Committee Member Forsberg and Committee Member Wolf

CARRIED (5 to 0)

5.c FY 23-24 COMMUNITY PROMOTIONS PROGRAM BUDGET

The Committee discussed the budget allocations for FY 23-24.

Public Comment

None

*--End Public Comment--*

**Motion By** Committee Member Thomas

**Second By** Committee Member Pearce

To approve the budget for FY 23-24 Community Promotions Program budget.

Ayes (5): Committee Member Pearce, Committee Member Thomas, Committee Member Wang, Vice Chair Lorian, and Chair Welch

Absent (2): Committee Member Forsberg and Committee Member Wolf

CARRIED (5 to 0)

5.d PCC CONTRACT APPROVALS

Public Comment

None

*--End Public Comment--*

**Motion By** Vice Chair Lerian

**Second By** Committee Member Wang

To approve the contracts for SLO Chamber Visitors Services, SLO Chamber Public Relations, and SLO Chamber Grant Promotion Support.

Ayes (5): Committee Member Pearce, Committee Member Thomas, Committee Member Wang, Vice Chair Lerian, and Chair Welch

Absent (2): Committee Member Forsberg and Committee Member Wolf

CARRIED (5 to 0)

**6. PCC LIAISON REPORTS AND COMMUNICATION**

6.a GIA LIAISON REPORT – Liaison Assignments

No reports.

6.b COMMITTEE OUTREACH UPDATE – Committee Report

Committee Member Thomas attended the first Monday Meet-up and expressed interest at having PCC's neighborhood maps represented at future events.

6.c TBID BOARD REPORT – TBID Meeting Minutes of May 10, 2023

The meeting on June 14 was canceled due to a lack of a quorum. Committee Member Pearce provided an update on items the TBID has been working on including their budget and VisitSLO.com redesign.

6.d TOURISM PROGRAM UPDATE – Staff Report

Tourism Manager Molly Cano provided an update on the Tourism Program.

**7. ADJOURNMENT**

The meeting was adjourned at 6:22 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for July 12, 2023 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/2023