

Agenda
Promotional Coordinating Committee
City of San Luis Obispo
Wednesday, February 8, 2012

5:00 p.m.

Special Meeting

Council Chamber
990 Palm Street

Grants-in-Aid Process 2012-13

The PCC will provide information regarding the upcoming grant application process. All applicants are required to sign in on the provided sign-in sheets.

5:30 p.m.

Regular Meeting

Council Hearing Room
990 Palm Street

The Goals of the City of San Luis Obispo Promotional Coordinating Committee are to (1) Improve the quality of life available to all residents of and visitors to San Luis Obispo and (2) Promote, in a manner consistent with long-range community goals, the development of San Luis Obispo as a regional and tourist center.

CALL TO ORDER

PUBLIC COMMENT: Each speaker is limited to three minutes of public comment

CONSENT ITEMS

C.1 Minutes of the Meeting of January 11, 2012

C.2 TOT Report (to be distributed at meeting)

C.3 Community Promotions Budget Report

C.5 Public Relations Report

C.6 Events Promotion Report

C.7 Visitors Center Report

Any writings or documents provided to a majority of the Promotional Coordinating Committee regarding any item on this agenda will be made available for public inspection in the Administration office of the City of San Luis Obispo at 990 Palm Street during normal business hours.

Promotional Coordination Committee

PRESENTATIONS

At this time, representatives of the Community Promotions Contractors will provide highlights of contract activities undertaken in the past month describe how activities are accomplishing Tourism Marketing Plan Objectives and seek direction from the PCC when necessary regarding contract fulfillment.

BUSINESS ITEMS

1. DIRECTIONAL WAYFINDING SIGNS 15 min

The committee will receive an update on the current project and discuss the possibility to involve the TBID financially. **Update report as Attachment 1**

2. BUDGET & COMMUNITY PROMOTIONS PROGRAM 2012/13 30 min

The committee will receive a report and recommendation from its task force.

3. EVENTS PROMOTION – Attachment 2 20 min

The subcommittee members will report on the joint-subcommittee meeting and submit funding recommendations for the events presented at the last meeting.

PCC LIAISON REPORTS

1. GIA UPDATE – LIAISON REPORT 5 min

2. TBID BOARD REPORT - Attachment 3 – TBID December Minutes

PCC COMMUNICATIONS

At this time Committee members make announcements, report on activities, refer to staff issues for study and report back to the Committee at a subsequent meeting.

ADJOURN.

**Promotional Coordinating Committee
Meeting Minutes
Wednesday, January 11, 2012
5:30 pm
City Hall - Council Hearing Room**

CALL TO ORDER: 5:30 pm Committee Chair Marco Rizzo

PRESENT: Fidler, Palazzo, LeMieux, Cox

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment

CONSENT AGENDA

ACTION: Moved by Palazzo/LeMieux to approve the minutes from December 14, 2011 as presented.

Motion carried 5:0

PRESENTATIONS

1. CONTRACTOR REPORTS

Lindsey Miller, Marketing Director for the Chamber of Commerce, reported on the past quarter efforts including events promotion efforts for GIA recipients, the monthly events listing, PR efforts (LA Parent, Beer West, Smart Money, Frommer's) and Cal Poly's Homecoming event. She also reported on the contracts with the TBID which include the hotel boards and the MySLO concierge training.

Ashley Ackers, Vice-President for Verdin, gave the update on the brochure. It was distributed on December 29, 2011 and is now live on www.slocity.org/events. She also reported that the ad campaigns will begin in January driving people to the website and the Facebook page. The committee requested that she verify with Issuu that the click-throughs from the online brochure to the events can be tracked.

BUSINESS ITEMS

1. GIA – FINAL REVIEW AND PROCESS APPROVAL

After review of the application, the committee decided to eliminate B10 (e) which stipulated that the grant cannot be used for web and graphic design. The committee desires to keep this option open as it is an integral part of today's marketing and advertising efforts.

ACTION: **Moved by Cox/Fidler** to approve the application document and GIA timeline for 2012-13 with the elimination of B10 (e). **Motion carried 5:0**

2. BUDGET REVIEW AND GUIDANCE TO TASK FORCE

The committee elected Committee Chair M. Rizzo and commissioners M. Fidler and D. Cox to serve on the task force. The committee wanted the task force to critically review the merit of the current trolley funding. Additionally, continued funding for the directional wayfinding program should be considered. Discussion on the directional wayfinding project should be scheduled for the February meeting to discuss financial participation from the TBID.

COMMITTEE COMMUNICATION

Commissioner J. LeMieux reported that she is in frequent contact with the Writers' Conference regarding the expenditure of GIA funding and new ideas regarding collaboration between events.

Meeting adjourned at 6:27 pm

SUNGARD PENTAMATION - FUND ACCOUNTING V4.1
 DATE: 02/01/12
 TIME: 14:19:52

CITY OF SAN LUIS OBISPO
 EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
 EXPSTA11

SELECTION CRITERIA: expledgr.key_orgn='11300'
 ACCOUNTING PERIOD: 8/12

SORTED BY: FUND, DEPARTMENT, PROGRAM, 1ST SUBTOTAL, 2ND SUBTOTAL, ACCOUNT
 TOTALED ON: FUND, DEPARTMENT, PROGRAM, 1ST SUBTOTAL, 2ND SUBTOTAL
 PAGE BREAKS ON: FUND, PROGRAM

FUND-100 GENERAL FUND
 DEPARTMENT-1000 ADMINISTRATION
 PROGRAM-11300 COMMUNITY PROMOTION
 1ST SUBTOTAL-700 STAFFING

ACCOUNT	TITLE	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
7010	SALARIES - REGULAR	44,100.00	.00	.00	25,454.92	18,645.08	57.72
	TOTAL SALARIES	44,100.00	.00	.00	25,454.92	18,645.08	57.72
7040	RETIREMENT CONTRIBUTIONS	14,300.00	.00	.00	8,102.22	6,197.78	56.66
7041	RETIREMENT PARS - 401	400.00	.00	.00	254.58	145.42	63.65
7042	HEALTH & DISABILITY INSU	5,000.00	.00	.00	2,942.03	2,057.97	58.84
7043	RETIREE HEALTHCARE	700.00	.00	.00	.00	700.00	.00
7044	MEDICARE	700.00	.00	.00	394.62	305.38	56.37
7046	UNEMPLOYMENT INSURANCE	200.00	.00	.00	101.86	98.14	50.93
	TOTAL BENEFITS	21,300.00	.00	.00	11,795.31	9,504.69	55.38
	TOTAL STAFFING	65,400.00	.00	.00	37,250.23	28,149.77	56.96
7227	CONTRACT SERVICES	7,258.69	.00	3,050.60	18,933.96	-14,725.87	302.87
7237	GRANTS-IN-AID	100,000.00	.00	2,600.00	89,337.12	8,062.88	91.94
7337	PROMOTION & PUBLIC REL	182,500.00	.00	57,888.50	26,616.38	97,995.12	46.30
7339	CHAMBER & VIS & CONF BUR	76,500.00	.00	38,250.00	38,250.00	.00	100.00
	TOTAL SUBTOTAL	366,258.69	.00	101,789.10	173,137.46	91,332.13	75.06
	TOTAL CONTRACT SERVICES	366,258.69	.00	101,789.10	173,137.46	91,332.13	75.06
7455	COMMISSION & COMM MTGS	500.00	.00	.00	.00	500.00	.00
7529	PROFESSIONAL CONFERENCES	2,000.00	.00	.00	100.00	1,900.00	5.00
	TOTAL TRAVEL. MEETINGS & DUES	2,500.00	.00	.00	100.00	2,400.00	4.00
	TOTAL OTHER OPERATING EXPEND	2,500.00	.00	.00	100.00	2,400.00	4.00
	TOTAL COMMUNITY PROMOTION	434,158.69	.00	101,789.10	210,487.69	121,881.90	71.93
	TOTAL ADMINISTRATION	434,158.69	.00	101,789.10	210,487.69	121,881.90	71.93
	TOTAL GENERAL FUND	434,158.69	.00	101,789.10	210,487.69	121,881.90	71.93
	TOTAL REPORT	434,158.69	.00	101,789.10	210,487.69	121,881.90	71.93



San Luis Obispo Chamber of Commerce

Report to City of SLO- PCC Committee In-County Public Relations & Event Promotions Contract January 2012

1- Manage local public relations efforts for San Luis Obispo Events

Worked with event groups on PR and social media, groups included- **Jewish Film Festival, Restaurant Month, Culinary Carnival, SLO Symphony, Festival Mozaic- Winter Mezzo & Film Festival.**

Continue to promote ongoing events- Art After Dark, Cal Poly Arts, Farmer's Market.

2- Respond to media requests that Contract receives seeking information about the City of San Luis Obispo

Responded to request from **Rock Shrimp Productions**, Bobby Flay's production company, inquiring about potential local business that would fit into their model for new reality show. Reality show is about ordinary people breaking into the restaurant business with no culinary background. Put out feelers and working with a few potential fits.

Followed up with **Frommer's Travel Guide** editor after trip.

Assisted **VIA Magazine** photographer with shoot in Avila.

3- Continue to represent "San Luis Obispo Tourism" at two events a year- Cal Poly Homecoming and Cal Poly Open House

Have reach out to Cal Poly Open House, will be meeting with them.



San Luis Obispo
Chamber of Commerce

Visitor Services Contact Report

January 2012

Highlights from January in the Visitor Center:

- *Sold Tickets for Monday Club's Sip & Taste*

SLO events promoted through Visitor Center:

- *Promoted Restaurant Month*
- *Promoted Art After Dark*
- *Promoted Jewish Film Festival*
- *Promoted Friends of Prado Day Center's Culinary Carnival*
- *Promoted Festival Moziac's Winter Mezzo Series*

Monthly Visitor Center Interactions:

	<u>January 2012</u>	<u>December 2011</u>	<u>January 2011</u>
Visitors in center:	4, 823	3, 981	5, 172
Phone calls:	663	695	975
Emails:	117	102	152

Calendar of Events:

Events entered into calendar this month: 84

Events in the January calendar: 92

Promotional Product Sales:

Visitor Guides: 23

City Maps: 60

Promotional Product Giveaways:

Total Number: 100 Visitors Guide

Groups: International Film Festival

Status Report – Directional Signage Program – February 2012

Staff: Bridget Fraser, Senior Engineer Public Works

Since we have never done a project like this before we are learning as we go. Based on my best guess of how the process will work here is my current schedule:

1. RRM has been working to refine the location map based on the approved destination list. Debbie (RRM) indicated she would have this to me any day now. RRM will be done with their contract at this point and any remaining work on the project will be done in house (me).
2. Between now and June, I will be going through the process (RFP process) of soliciting, selecting and hiring a Sign Fabricator. Once the Sign Fabricator is hired I will have actual costs for the various sign types and lead times for fabrication and will only lack installation costs.
3. In June, once I have the fabricator's real costs for each sign type, I will begin preparing a final phasing plan to determine how many and which signs to install with the current available budget. (I may want to get some feedback from PCC at this point once I develop the phasing plan a little more)
4. From June through September, I'm scheduled to prepare and gain approval for a bid document to hire a licensed Installation Contractor for installation of the first phase of signs.
5. October through December, I will advertise and award the installation contract.
6. Installation begins January 2013

I know it seems like a long time before we get any signs installed but I think the schedule is conservative and based on a traditional bidding process for installation which can be very lengthy with all the approvals, etc. I hope that it will all move along quicker but I just can't guarantee it. I might try first putting out a minor installation contract (\$7,500 max) to see how many signs can be installed for that price before putting together a larger bid document. At least it will appear we are getting some of the signs in sooner and it will give us a chance to also tweak the fabrication and/or installation process before we lock ourselves into a larger installation contract.

Regarding costs, last summer we asked two sign fabricators for some costs for budgetary use and they varied considerably. (They don't typically put much effort into the cost estimate until it is a real bid or quote.) They were higher than our cost assumption that I provided last March. Since we asked for budgetary numbers I hope that they are also on the conservative side and we will see actual costs come down when competitively bid. Attached is a spreadsheet reflecting the numbers received. I will have real actual hard fabrication costs in June if the PCC can hold off until then.....?

Joint Events Promotion Task Force
Minutes
Monday, January 30, 2012 - 3:00 pm
Council Hearing Room - City Hall

DRAFT

CALL TO ORDER: Chair Dean Hutton

Committee Members: Conner, Fidler, LeMieux, Cox, Koper

Staff Liaison: Brigitte Elke

The joint-events subcommittee met to receive presentations and funding requests from four different events. Two had previously been supported and two events were new to San Luis Obispo or an inaugural.

1. Concours D'Elegance

Though the Concours has been an annual fundraiser for Hospice of San Luis Obispo County, it will take place for the first time in San Luis Obispo at Madonna Meadows. It is scheduled for June 1 through 3, 2012 and will be a three-day event for the first time. The organizers are looking for assistance for advertising and professional services.

The subcommittee members recommend supporting the event at \$25,000 to cover the proposed advertising budget. They have not determined yet what portion will be paid by the TBID and the PCC as the TBID wants to revisit its budget before committing.

2. Remnants of the Past

The organizers returned before the subcommittee to ask for support for the two 2012 shows now scheduled for June 2 & 3, and October 20 & 21, 2012. They hope to grow the event from 3,000 to 4,500 attendees with the special guests already confirmed and national PR coverage appearing between January and May.

The subcommittee recommends the following support:

June 2012	\$20,000 TBID	\$5,000 PCC
October 2012	\$15,000 TBID	\$5,000 PCC

3. Mud Mash 2012

All Out Events approached the subcommittee to provide a report for the 2011 Mud Mash and to ask support for the 2012 event.

The TBID subcommittee members were not supportive of the event as they did not think it successful for out-of-town draw. The PCC members were not convinced that this was an event to support given the budgetary limits.

4. SLO Jazz Festival

Scott Andrews returned to report the confirmed dates for the inaugural event that will happen during the same weekend as Savor The Central Coast. The subcommittee members were

ATTACHMENT 2

excited about the opportunity to start a Jazz Festival in San Luis Obispo. They believe it to be an event that warrants a \$25,000 support. However, they want to meet with the VCB and Scott to evaluate whether the Festival could be integrated into Savor as the main Saturday evening event in SLO. Staff is to coordinate date and time for a meeting.