

**Promotional Coordinating Committee Special Meeting
Minutes**

Thursday, January 24, 2008

5:00 pm

**Ludwick Community Center
864 Santa Rosa**

CALL TO ORDER: Chair, Cate Norton 5:05 pm

PRESENT: Babb, Nicklas, Kinney, J. Conner, T. Conner, Sexton

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment

BUSINESS ITEMS

1. Marketing Plan Update

Brigitte Elke gave a brief overview on the State of California's planned promotional efforts for tourism that is geared towards wine & culinary tourism.

The committee decided to update the Marketing plan's general information where needed and concentrate review efforts on marketing objective and strategy. The committee felt that the marketing efforts should concentrate on culinary tourism and the development of strategic alliances with groups such as the SLO Vintners. A partnership with the vintners should be targeted to evaluate concrete sales and tourism promotions. In addition, the committee felt that more emphasis should be placed on San Luis Obispo becoming the place to stay in SLO County.

The committee also reiterated the importance of the advertising effectiveness study and asked staff to provide names potential contractors based on the study from 2003.

The Marketing Subcommittee was tasked to start the work on updating the City's Tourism Marketing Plan. The committee will meet in February outside of its regular schedule (first Tuesday of each month at 12:30 p.m. to 2 p.m.) on February 6 at 8 a.m. The committee is tasked to present its update to the committee in May for final approval of the plan in June.

2. Promotional contracts and possible combination to one contract:

The Marketing Subcommittee was tasked to update the contracts with the Chamber for Public Relations, website and visitor center services.

However, the committee agreed that with the pending countywide BID and a possible dissolving of the contract with the VCB, any discussions about a change in the overall administration of the contracts and possible consolidation of the contracts to one contractor only was premature. The subcommittee will therefore concentrate on deliverables and redefine the work scope. The discussion lead into the question of contractor performance and the committee decided to assign its members one report each to review and bring up questions during the monthly PCC meetings. The report review was assigned as follows:

VCB/Regional Marketing	Jeanne Kinney and Cathie Babb
Chamber of Commerce	Terry Conner and Debbie Nicklas
Verdin Marketing, Ink.	Rob Sexton and John Conner

3. Structure of the PCC

The committee discussed possible scenarios and decided on the following recommendations to Council for selection of PCC members:

1. always at least one hotelier
2. always a member of a tourism related group like the SLO Vintners, Restaurant owner, Downtown Association member etc.
3. always at least one marketing professional

Some committee members felt that the Council should allow non-residents to participate as long as their business is located in SLO. This idea was opposed by one member, but the remaining members felt that the subject should at least be broached with Council in case there are no SLO applicants available.

4. Possibility of industry input during PCC Meetings

The committee felt very strongly that the monthly meetings should always include a presentation from a tourism related group. PCC members will suggest possible guests to B. Elke for invitation and coordination.

For the upcoming months the following guests are suggested:

February	Courtyard by Marriott
March	Madonna Inn
April	Astronomy Teacher from Cuesta College on

The presentations should concentrate on introduction of business, why tourism is important, how PCC can assist and the guests marketing efforts to attract tourism.

4. GIA Cycle

The committee directed the GIA subcommittee to stay last year's course and to evaluate applications by performance and their impact on tourism. The grant criteria were changed to a clear language pertaining to the allocation process and should facilitate the application process for interested parties.

Communications

Jeanne Kinney asked staff to verify that the Enhanced Promotions budget is mentioned on the City's website.

The meeting adjourned at 7:25 pm to the February 13, 2008 meeting.