

**Promotional Coordinating Committee  
Minutes**

**Wednesday, January 9, 2008  
5:30 pm  
City Hall  
Council Hearing Room  
990 Palm Street**

**CALL TO ORDER:** Chair Cate Norton 5:30 pm

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

**STAFF PRESENT:** Brigitte Elke, Principal Administrative Analyst

---

**PUBLIC COMMENT**

Brady Lock from Mission Prep thanked the committee for the GIA grant for the school's Christmas Basketball Tournament. Tournament participants booked 450 rooms in the City and spend a significant amount of time Christmas shopping downtown. The tournament saw its highest attendance in years and received extensive media coverage. Jonathan Sun will provide more detailed numbers (including information from their questionnaire) once fully evaluated.

---

Cate Norton asked the committee to change the agenda to allow Verdin Marketing to present its proposed creative for the Tour of California promotion instead of a proposal for Wine Region News. Verdin Marketing was not able to obtain a specific proposal from Lynn Diehl but wanted the committee's input on the creative. All members agreed to the agenda change.

---

**CONSENT AGENDA**

**ACTION:** Moved by J. Conner/Babb to approve the consent agenda as presented.  
**Motion carried 6:0**

---

## PRESENTATIONS

### 1. PUBLIC RELATIONS CONTRACT – CHAMBER OF COMMERCE QUARTERLY REPORT

Lindsey Miller presented last quarter's activities and introduced the Chamber's new Director of Internet & Editorial Dave Wilcox. Dave will be concentrating on the Chamber's PR efforts for the City of San Luis Obispo.

The Chamber has been working on events and press trips and was able to participate in Cal Poly's Homecoming festivities, handing out guides and other print collateral to visiting Alumni. Over the last quarter, they submitted over 75 online and print calendars and succeeded in being included in SkyWest, US Airways, Wine Spectator, Via Magazine and Yahoo.

They have also been working on building strategic alliances, meeting with Amtrak, Cal Poly, SLO Vintners, Mozart Festival and the Bike Coalition. They were able to place PR coverage in Dynasty Magazine (in-flight publication of China Airlines) and Spa Magazine (Sycamore Mineral Springs). They are currently working on a "Green Page" for the website to encourage visitors to travel with bikes to get around town.

Dave Garth provided an update for the Tourist Radio 1610 AM station they've been working on in collaboration with Cal Poly and asked for financial participation from the City through Enhanced Promotions.

In addition, the final efforts for the Tour of California are underway with the Tour arriving in SLO on February 21, 2008. Unfortunately, three gold sponsors have elected not to participate this year and Lindsey is trying to fill a sponsorship shortfall of \$15,000.

For next quarter, they will concentrate on Family Activities as a niche theme, enhance Visitslo.com, aim for newspaper coverage, and research a PR trip to Phoenix or Salt Lake City.

---

## BUSINESS ITEMS

### 1. GIA APPLICATION

The committee suggested several more changes to the application. Staff will make the changes as discussed before releasing the application on February 1, 2008.

ACTION: **Moved by Nicklas/J. Conner** to approve the GIA applications with discussed changes. **Motion carried 6:0**

### 2. RETREAT AGENDA

The committee discussed retreat attendance for the contractors and decided that it will not be mandatory for the City's promotional contractors to be at the retreat.

---

### 3. ENHANCED PROMOTIONS

The committee heard several proposals for “Enhanced Promotions” funding and approved the following amounts and events as earmarked only:

**1. SLO Vintners – Roll out the Barrel** **up to \$6,000**

ACTION: **Moved by J. Conner/Babb** to earmark \$6,000 for promotion of the Vintners’ “Roll out the Barrel” event in May 2008 **Motion carried 5:0**

**2. SLO Rugby – SC Youth Championship** **up to \$2,500**

ACTION: **Moved by J. Conner/Kinney** to earmark \$2,500 for the SC Rugby Youth Champion promotion **Motion carried 4:0**

Terry Conner elected to recues due to possible conflict of interest.

**3. Chamber – Tourism Radio** **up to \$6,000**

ACTION: **Moved by J. Conner/Nicklas** to earmark \$6,000 for the Tourism Radio signage along the freeway. **Motion carried 6:0**

All applicants will return with a concrete proposal for final approval of budget allocation.

---

### PCC LIAISON REPORTS

Jeanne Kinney reported that all of her GIA liaisons have posted a link to visitslo.com on their websites. Cate Norton will be meeting with Sandy Segurson from the SLO Symphony to discuss the Symphony’s grant allocation.

---

**The meeting adjourned at 7:30 pm to the February 13, 2008 meeting.**