

**Promotional Coordinating Committee
Minutes
Wednesday, May 14, 2008
5:30 pm
City Hall
Council Hearing Room
990 Palm Street**

CALL TO ORDER: Vice Chair John Conner 5:30 pm

PRESENT: T. Conner, Babb, Nicklas, Kinney

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

Gary Nichols from SLO Rugby thanked the committee for its support of the Southern California Youth Rugby Championship held in San Luis Obispo on May 10 - 11, 2008. The tournament was a great success and many compliments regarding the outstanding sports facilities at Damon Garcia were received.

CONSENT AGENDA

ACTION: Moved by T. Conner/Babb to approve the consent agenda as presented.
Motion carried 5:0

PRESENTATIONS

4. REGIONAL MARKETING CONTRACT – SLO VCB

Jonni Biaggini presented promotional efforts by the SLOVCB on behalf of the City of San Luis Obispo for the last quarter. Amongst print, online and behavioral campaigns, the SLOVCB launched its new Visitors Guide now published in a magazine-style format. It will be published twice a year with 25,000 issues each. In addition, the SLOVCB will be represented at the International Pow Wow show in Las Vegas and in April 2008 they started the collaboration with the State of California for its “Land of Wine and Food” campaign. This is a five-year commitment and the SLOVCB is one of six sponsors. Upcoming web initiatives include adding video to the home page, add reservation system options and www.GoSeeSLOCounty.com.

BUSINESS ITEMS

1. GIA RECOMMENDATIONS

The committee discussed each application and the GIA subcommittee recommendations.

ACTION: **Moved by Nicklas/Babb** to approve the GIA allocations with the following changes:

- postage will be added since integrated part of the marketing campaign
- Mission Prep's allocation will be reduced to \$4,000

Motion carried 5:0

2. CONTRACT APPROVAL FOR 2008-09

B. Elke presented the changes that were made by the Marketing Subcommittee. The subcommittee only made recommendations for changes in the work scope and left the proposed allocations as stipulated in the 2007-09 fiscal plan.

Debbie Nicklas suggested that the subcommittee start looking at the contracts in December to make recommendations as to how to most effectively utilize the Community Promotions funding outside of just the work scope adjustments.

ACTION: **Moved by T. Conner/Nicklas** to approve the contracts for PR, Regional Marketing and Visitors Center & Website as presented.

Motion carried 5:0

COMMUNICATIONS

Katy McGrath from Verdin Marketing presented the new AMTRAK brochure they will be using between SLO and San Diego.

The meeting adjourned at 7:10 pm to the June 11, 2008 meeting.