

**Promotional Coordinating Committee
Minutes
Wednesday, May 28, 2008
Special Meeting – GIA Recommendations 2008-09
5:30 pm - City Hall
Council Hearing Room
990 Palm Street**

CALL TO ORDER: Chair Cate Norton 5:30 pm

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

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PRESENTATIONS

GIA 2008-09 PRELIMINARY RECOMMENDATIONS

The PCC Special Meeting for GIA Recommendations to Council for the grant cycle 2008-09 was held to give the applicants an opportunity to comment on the committee's preliminary recommendations.

John Conner, Vice Chair and Chair of the GIA Subcommittee, opened the meeting by presenting each individual applicant and the proposed recommendations. Each applicant present had the opportunity to comment.

Of the 24 applicants, eight applicants were present. Seven took the opportunity to thank the committee for the support and to provide additional information about their events.

- Gala sold out its PAC event last year and 500 people attending the performance were from outside the Central Coast.
- The Art Center is looking forward to a great and eventful year, celebrating its 50th anniversary.
- The Downtown Association is celebrating its 25th anniversary and received coverage on the Farmers' Market and its anniversary in Via Magazine. They are changing their slogan "Escape the Valley Fever" due to the actual outbreak and migration of the illness towards the coast.
- The Film Festival has seen an increase of out-of-town visitors especially for its "Surf Night" 13% of the 75,000 attendants came from outside of SLO. The Festival organizers partnered very successfully with the SLO Vintners to enhance the experience and they will continue to do so. Also, more and more movie makers are attracted to the festival and discover SLO as a location for film making.

- Festival Mozaic is facing its start under a new name. The board allocated twice the usual marketing budget to make it a success. So far ticket sales are 15% above the same time last year and 30% of ticket buyers are from outside SLO County.
- The City to Sea Organizer Jani Johnson gave additional information to the committee in hopes to receive a contribution. The committee had not recommended any funding due to a \$13,000 net profit shown in the budget. However, Jani reiterated that the race was established to fundraise for Cuesta College's track and field team and related facilities. The facilities are open to the public and are used by many clubs and youth organizations. It is also the locations for events such as the Special Olympics. They are currently looking to fundraise \$58,000 to provide for a sound and power system for the facility. Pismo currently contributes \$500, but gives traffic control and street closing as in-kind donations. This was the reason for the change from Avila to Pismo, since Avila charged \$3,000 for the same services.

After all comments were heard, the committee discussed the final recommendations to Council. The only change recommended by four of the members was an allocation to City-to-Sea. Two members felt that the organization does nothing to grow the event and asks the City consistently to pay for its entire advertising budget. They felt that at least some of the net profit should be put back into the race to increase promotion and attract more runners to the race the following year.

ACTION: **Moved by Nicklas/T. Conner** to approve \$4,000 to City to Sea Half Marathon
Motion carried 4:2 **Norton and J. Conner opposed**

The Committee then discussed a recommendation to Council for the remainder of the funding.

ACTION: **Moved by J. Conner/Nicklas** to recommend to Council to transfer the remaining funding of \$8,050 to research, since the proposed funding of \$10,000 might prove insufficient to cover the cost for an effective and valuable study. Should the money not be used for this purpose, it should be moved to Enhanced Promotions to support new and innovative tourism events in San Luis Obispo.
Motion carried 5:1 **T. Conner opposed**

The meeting adjourned at 6:30 pm.