

**Promotional Coordinating Committee
Minutes
Wednesday, December 10, 2008
5:30 pm
City Hall
Council Hearing Room
990 Palm Street**

CALL TO ORDER: Cate Norton - 5:30 pm

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

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment

CONSENT AGENDA

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

Motion carried 6:0 (one member of the committee arrived after the approval of the consent agenda)

PRESENTATIONS

1. ADVERTISING CONTRACT – VERDIN MARKETING INK.

Katy McGraw reported on the agency's efforts over the past three months and gave a quick outlook for the next 60 days.

Online marketing continues to be the corner stone of the current campaign and the campaigns are constantly updated for effectiveness. The online newsletter featuring local events is used to further drive traffic to visitslo.com. The newsletter opening rate is at 15% and click-through at 32%.

The survey continues with positive results further defining that dining, shopping and wine tasting are the top interests. It also shows that 45% of respondents have visited SLO after receiving the Visitors' Guide.

In the upcoming quarter Verdin will work on possible collaboration with the SLO County Airport, evaluate the production of a digital visitors' guide, and continue the promotion of upcoming events and SEM optimization.

BUSINESS ITEMS

1. ADVISORY BODY GOALS

After reviewing the combined advisory body goals, the PCC made several changes to the initially submitted document. All changes were made on the master document and submitted to Finance as saved on the City's intranet.

ACTION: **Moved by J. Conner/Nicklas** to approve submission of the PCC Council goals as changed/adjusted during the meeting. **Motion carried 7:0**

PCC LIAISON REPORTS

1. GIA UPDATE

Terry Conner mentioned the upcoming Mission Prep Basketball Tournament starting December 18, 2008.

2. MARKETING SUBCOMMITTEE REPORT

The committee asked the subcommittee members to meet on December 16, 2008 to discuss the use of \$24,000 from the advertising budget currently allocated for fulfillment pieces for 2009.

3. TBID BOARD UPDATE

John Conner reported that the TBID Board has approved the RFP documents for marketing services which will go before Council on January 6, 2009.

The meeting adjourned at 7:00 pm to the January 14, 2009 meeting.