

Promotional Coordinating Committee  
Minutes  
Wednesday, February 11, 2009  
5:30 pm  
City Hall  
Council Hearing Room  
990 Palm Street

***DRAFT***

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

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

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

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**PUBLIC COMMENT**

There was no public comment.

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**CONSENT AGENDA**

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

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**PRESENTATIONS**

**1. DOWNTOWN ASSOCIATION – DEBORAH CASH**

Deborah Cash, Executive Director of the Downtown Association, introduced the new association structure to the PCC and provided the committee with a copy of the association's recommendations for 2009-11 to Council. She reiterated that they are still in the process of formulating their work program and budget for the upcoming year. The economic downturn has changed their focus and they are concentrating on helping their members to stay in business. However, some of the recommendations to Council were:

1. Security
2. Street lights – Deborah thinks that she could seek donations successfully
3. Sidewalk scrubbing – at least keep status quo and don't reduce current frequency
4. Tree Trimming

They are working on new banners and holiday events for 2009-10. They hope to develop a program to vitalize evening and night activities believing that this time of day offers opportunity for growth. The daytime business is maxed out and there is little turn over from a business perspective.

## 2. QUARTERLY REPORT – VISITORS AND CONFERENCE BUREAU

Dave Kastner gave an overview on the past three months. The VCB placed ads in Sunset Magazine and the California Visitors Guide, as well as online ads on LATimes.com from November through January. They've just ended the second Restaurant Month in the County with much success. Ten more restaurants participated and all are reporting great sales. Some restaurants consider continuing the offer into February since the menu was so popular. VCB staff continues to send the online newsletter "This week in SLO County" to over 11,000 users and they are constantly working on website upgrades.

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## BUSINESS ITEMS

### 1. GIA – REVIEW SUBCOMMITTEE PROPOSAL FOR CHANGES TO THE PROGRAM

The subcommittee members reported on their subcommittee meeting of February 2, 2009. In that meeting the subcommittee looked at possibly establishing tiers for the GIA program to create more collaboration between the PCC and the applicants and to gain more benefits for City tourism. After review of the subcommittee's recommendation, the PCC opted to recommend only three tiers and eliminate the top tier discussed by the subcommittee.

The selected tiers were:

1. up to \$3,000
2. \$3,001 to \$7,500
3. \$7,501 to \$12,000

ACTION: **Moved by T. Conner/Kinney** to recommend a tiered structure for GIA to Council, adopting three different tiers as discussed. **Motion carried 6:0**

### 2. CONTINUE DISCUSSION FROM ANNUAL RETREAT

The committee continued the discussion started at the annual retreat with the goal to develop budget recommendation to Council. The discussion was based on the decision made during the retreat to concentrate the PCC's efforts on internal marketing. After thorough discussion, the committee had narrowed the possible scope to signage, OpenSpace, Visitor Center, Website, PR & Event Promotion, ShopSLO/DineSLO, GIA, and regional promotion.

ACTION: **Moved by T. Conner/Babb** to call a special meeting on February 26, 2009 to finalize recommendations to Council. **Motion carried 6:0**

Staff will send out the discussed items to all members before the meeting.

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## PCC LIAISON REPORTS

No liaison reports were given.

**The meeting adjourned at 8:05 pm.**