

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

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

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

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

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**PUBLIC COMMENT**

Patty Thayer from the SLO Symphony addressed the committee members, thanking them for the support of the Disney Hall Concert on June 8, 2008. 1600 people attended the concert and five buses from SLO arrived for the special occasion. Patty had hired a PR firm in Los Angeles to make sure that SLO was adequately promoted throughout the LA market.

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**CONSENT AGENDA**

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

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

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**PRESENTATIONS**

**2. ADVERTISING CONTRACT – VERDIN MARKETING INK**

Katy McGrath reported on the agency's efforts over the past six months and elaborated on the preliminary survey results. Few print advertisements were placed, since the media plan concentrates on off-season months. Two ads are planned for Sunset Magazine in September and November and the ad in the Hollywood Bowl Program is running July through September. The SEM campaign has shown good results and accounts for 30% of monthly online visitors to [www.visitslo.com](http://www.visitslo.com). Verdin plans on continuing the use of local events including GIA recipient events to increase traffic to the website.

**Preliminary Survey Results:**

4,026 surveys were sent out

507 respondents

65% had visited SLO

86% stayed in hotels – 69% in SLO

Main activities were: dining out, shopping, sight seeing, Farmers' Market

Most of the visitors said that hotel discounts and attraction coupons would be attractive incentives to re-visit.

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**BUSINESS ITEMS****1. BUDGET GOAL SETTING – PRELIMINARY DISCUSSION**

Staff gave an overview on the budget preparation and upcoming goal setting for the 2009-11 financial plan. 2007-09 PCC goals were distributed for review and the committee members were asked to prepare thoughts and ideas for the October meeting when the goals have to be finalized. Staff was asked to allocate a large block of time on the October meeting for this discussion and the Chamber representative was asked to keep next month's presentation short.

**2. COMMUNITY PROMOTIONS – WHERE TO FROM HERE**

John Conner briefed the committee members on the TBID Board meeting and its preliminary thoughts on marketing efforts. Staff went over the current allocations within the Community Promotion program. The Chair asked all committee members to think about possible use of the program funding to recommend to Council. Staff was asked to look into a combined meeting of the PCC and the TBID board to better align goals and objectives.

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**PCC LIAISON REPORTS****1. GIA UPDATE**

No updates were given

**2. MARKETING SUBCOMMITTEE REPORT**

The Marketing Subcommittee did not meet in August. The committee members evaluated alternative pictures for the ad campaign by email responding to the agency directly.

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**The meeting adjourned at 6:55 pm to the October 8, 2008 meeting.**