

**Promotional Coordinating Committee  
Minutes  
Wednesday, May 12, 2010  
5:30 pm  
City Hall  
Council Hearing Room  
990 Palm Street**

**CALL TO ORDER:** Chair Terry Conner 5:30 pm

**PRESENT:** Babb, Davis, J. Conner, LeMieux, Palazzo, Rizzo

**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 7:0**

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**PRESENTATIONS**

**1. CONTRACT UPDATES**

**Verdin Marketing Ink.,**

Account Manager Cary Woll reported on the Mothers' Day promotion for ShopSLO/DineSLO. The campaign started with email blasts and spots on two radio stations. Flyers were distributed to the merchants by an Intern. 15 merchants updated their profile and 10 establishments signed on for the first time through this effort. Facebook saw an increase from 86 to 245 friends and Twitter followers increased from 45 to 51. In June the contractor will present the final campaign plan for 2010-11, but Cary did share a preliminary plan at the meeting.

**Chamber of Commerce**

Account Manager Lindsey Miller handed out the brochure that the committee had commissioned. She had taken it to National Train Day and will continue to distribute at all events she will be present at. She reported that Style Magazine from the Bay Area placed a SLO article in three of its seven publications. Lindsey is in contact with Wine Spectator since the magazine is updating the website and plans an article on SLO. The City will be included in a German travel book on Highway One and Away.com is

planning a trip to SLO. BBC and BBC World (Across the Pond) will feature a 30-minute segment on SLO.

Chamber CEO Dave Garth updated the committee on the upcoming seismic retrofit of the Visitors Center as the deadline was set by the City Council for July 1, 2011.

He mentioned that the Chamber will try to stay at the current location due to its proximity to the Mission.

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## **BUSINESS ITEMS**

### **1. GRANTS-IN-AID (GIA) PRELIMINARY RECOMMENDATION**

GIA subcommittee member Sasha Palazzo reported on the discussion at the subcommittee level and how its members determined the guidelines they wanted to pursue in this year's grant cycle. These guidelines were especially important since the funding requests amounted to \$263,800 compared to the \$90,000 available budget. However, in its definition, the subcommittee took Council comments from last year's funding cycle into consideration. The following criteria were applied in addition to the standing funding criteria:

- organizations that did not attend the mandatory meeting on February 10, 2010 were not considered.
- new applicants were given priority if they fulfilled the overall grant criteria.
- longstanding applications were reduced by 1/3 if no new components were introduced. The committee recommended continuing the reduction in future years and eliminating funding altogether within three years if no new components or features were introduced. The committee wanted to make sure that organizations tried to grow their events and/or reach out to different audiences for the enjoyment of all. However, they did not feel comfortable eliminating the funding abruptly.
- Applicants with anniversaries were given a bonus amount of \$1,000.

The committee went over each application and recommended amount, so the subcommittee could address its decision organization by organization.

**ACTION:**     **Moved by J. Conner/Rizzo** to approve the preliminary recommendation for 2010-11 GIA funding as presented by the subcommittee.

**Motion carried 7:0**

### **2. 2010-11 CONTRACTS – PRELIMINARY RECOMMENDATION**

Commissioner Davis reported that the task force is still discussing the recommendations. The item was continued to the June Regular Meeting.

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## **PCC LIAISON REPORTS**

No reports were given.

## **PCC MARKETING SUBCOMMITTEE**

No meeting was held.

## **TBID BOARD REPORT**

Commissioner J. Conner reported that the TBID's budget discussion came to a hold due to an increased funding request from the VCB. The budget task force was asked to convene and return with a new recommendation.

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## **PCC COMMUNICATIONS**

Staff asked the committee whether it would entertain a presentation by the Federal Salmonic Association that would like to hold its 2011 conference in San Luis Obispo. The committee agreed to hear the item in the June 2010 Regular Meeting.

Staff reported on the commissioned historic walking tours. The main tour is nearing completion and might be ready at the June meeting. The Railroad District tour will be introduced during the Central Coast Railroad Festival in October. The "Hidden SLO" tour is lagging a bit behind, but should be finalized by the end of the year.

**Meeting adjourned 6:35 pm**