

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

**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**

Patty Thayer from the SLO Symphony was present and thanked the committee for recommending the grants-in-aid (GIA) program at the current funding level to Council.

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**CONSENT AGENDA**

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

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**PRESENTATIONS**

**1. QUARTERLY REPORT – VERDIN MARKETING, INK.**

Katy McGrath presented the advertising contractor's achievements over the past three months. She highlighted that [www.visitslo.com](http://www.visitslo.com) saw February traffic of 21,047 unique visitors, 32% of which came through the SEM campaign. The February newsletter saw the highest click-through rate since they started tracking the results. In 2008 fulfillment grew by 170% to 14,042 guides and the email list by 34% to 23,429 members. According to industry standard calculations, the agency estimates that the \$236,436 invested in 2008 generated a ROI of \$5 million. The agency will continue its efforts with the survey campaign, trying to entice these highly qualified respondents to visit SLO.

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## **BUSINESS ITEMS**

### **1. GIA – SCHEDULE FOR 2009-10 GRANT CYCLE**

Cate Norton gave an update on the happenings during the Council meeting of March 3, 2009. In that meeting, Council discussed the allocation of the usual grant amount of \$100,000 to the 2009-10 GIA cycle. Council decided to move forward on a conceptual basis only until it has a better picture of the City's financial situation. The grant cycle was therefore opened on March 6, 2009 and a mandatory meeting with the GIA subcommittee was set for March 18, 2009.

The grant applications are due on April 17, 2009 and the GIA subcommittee meetings for evaluation will be set between April 20 -30, 2009. The PCC will then review the GIA subcommittee recommendation in its May meeting and the meeting with organizations recommended for funding is scheduled for May 27, 2009. The final recommendation to Council is scheduled for the second meeting in June.

The committee hopes that by that time, more is know about the actual allocation.

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## **PCC LIAISON REPORTS**

John Conner gave a brief report on the TBID meeting. The TBID Board will be working with Level Studios on the development of a new tourism website, a marketing plan and the execution of the plan through June 30, 2010.

## **PCC COMMUNICATIONS**

Cate Norton asked the Chamber to present Media Kitty to the committee during the May in order to familiarize the committee with this PR tool.

Cate Norton reported that she attended a SLOCATS meeting and gave the members a GIA overview and the current fiscal situation related to this year's grant cycle.

Lindsey Miller asked the committee to move the Chamber report to May since she will be out of the country in April. The committee agreed to hear the VCB's report in April.

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**Meeting adjourned at 6:30 pm.**