

**Promotional Coordinating Committee
Minutes
Wednesday, May 13, 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, Kinney, Davis, J. Conner

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

Brian Locher from Cuesta College introduced himself as the new organizer for the City to the Sea Half-Marathon. He will be taking over from Jani Johnston and hopes to grow the race over the next few years. He distributed information about the race's demographics, race supporters, and promotional material distributed to race participants.

CONSENT AGENDA

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

PRESENTATIONS

1. QUARTERLY REPORT – CHAMBER OF COMMERCE

Lindsey Miller reported on the Chamber's effort over the past four months.

Strategic Alliances: continued involvement with Airport's community marketing group, SLO Vintners' Roll out the Barrels, and the Children's Museum for outreach to families traveling to SLO. They attended Cal Poly Open House, Amtrak's National Train Day Celebration with over 8,000 attendees, and kept working with APCD on SLO Car Free. They are also involved with Festival Mozaic's marketing committee and the Cal Poly Alumni.

Press Trip: Four writers attended the press trip in conjunction with "Roll out the Barrels". In addition, they also hosted writers from TangoDiva.com, Veloce Today, and EuropeUSA.

PR Coverage: SLO coverage appeared in the San Jose Examiner, Travelroads.com, EuropeUSA, Ronnie Kovach's Fishing Weekend TV segment & website, Press Democrat, National Geographic Kids, Tango Diva, Trip Advisory, and Veloce Today.

For next quarter, they will concentrate PR efforts on outdoor activities including hiking and biking and the promotion of new trails.

BUSINESS ITEMS

1. GRANTS-IN-AID SUBCOMMITTEE RECOMMENDATIONS AND SPECIAL MEETING SCHEDULE

The committee considered the subcommittee's recommendation for grant funding in 2009-10 and discussed each applicant. The subcommittee chair, Cathie Babb, started the discussion by giving an overview on the subcommittee's evaluation process, preliminary thinking and budget allocation. The subcommittee had met twice, on April 30th and again on May 7th. Given the financial constraints and the overwhelming number of grant requests, the subcommittee decided to exclude the organizations that did not come to the mandatory meeting. They then studied the nature of each request, substantiated the tier and itemization of the request. In order to stay within budget, the subcommittee decided to concentrate on helping the organizations with outreach by allocating funding for advertising.

Staff was asked to follow-up on a couple of events to make certain that they take place within the City. For the 2010-11 funding cycle, the committee asked for stronger language regarding the funding sources under application item no. 5 and the request for media plans. They want the application to stipulate that funding in the future will be denied if any components of the application are missing, incorrectly submitted, or unclear.

The following funding was allocated preliminarily. The funding will be finalized after the meeting with the applicants. The committee decided to postpone that meeting from May 27th to June 10th in order to gain a clear picture regarding the available funding. The City Council will consider this program's funding on June 4, 2009.

Organization	Funding Request	Proposed Funding for 2009-10	Committee Comments
SLO Rugby Football Club	\$11,526	\$3,800	On-&offline advertising & Farmers Market
ARTS Obispo	\$12,000	\$4,500	3 events at \$1,500 each for advertising
Central Coast Clean Cities	\$12,000	\$3,000	Advertising only
Cal Poly Alumni Assoc.	\$8,750	\$ 0	
Cal Poly Arts	\$7,500	\$4,500	3 events at \$1,500 each for advertising
Cal Poly Multicultural Center	\$4,700	\$1,800	Radio advertising & half of print
Cal Poly Open House	\$12,000	\$1,000	Postcards only

Cal Poly Student L&L	\$5,175	\$ 0	
CC Autism Spectrum Center	\$5,229.50	\$ 0	
CC Children's Choir	\$2,855	\$1,500	Advertising only
CC Writers' Conference	\$3,500	\$1,500	Advertising only
City-to-Sea Half-Marathon	\$4,000	\$2,500	Advertising in LA area
Cuesta College Art Gallery	\$3,000	\$1,150	No honorarium
Festival Mozaic	\$12,000	\$6,000	Media buy only
SLO County Libraries	\$12,000	\$2,500	Collaboration with Writers' Conf. – together \$4,000 for out-of-county advertising
Foundation for the PAC	\$7,500	\$ 0	
Friends of Prado	\$5,000	\$3,000	Advertising only
GALA	\$5,000	\$5,000	
I Madonnari	\$7,500	\$ 0	
Jewish Community Center	\$4,002	\$ 0	
The Monday Club	\$1,400	\$1,400	
Pacific Horizon Chorus	\$3,000	\$1,600	Advertising for annual show & youth festival only (Nov. & Dec. dates)
SLO ALPHA	\$4,000	\$1,000	Portion of advertising
SLO Art Center	\$12,000	\$6,000	National & regional advertising
SLO Blues Society	\$2,650	\$2,500	
SLO County Band	\$3,000	\$1,230	Promotion for concerts, no pre-promotion
SLO Child Abuse Prevention	\$2,500	\$1,500	On- and offline advertising
Downtown Association	\$7,500	\$ 0	Farmers Market is now self-sustaining; event within event. Needs new event outside of Farmers Market.
SLO Film Festival	\$12,000	\$9,000	Advertising & rack cards for tourist locations
SLO Little Theater	\$6,772.50	\$4,500	3 events at \$1,500 each for advertising
SLO Poetry Festival	\$1,600	\$1,600	Must be used for advertising
SLO Railroad Museum	\$5,000	\$4,000	Statewide ad, Santa Barbara TV & electronic media
SLO Symphony	\$12,000	\$3,600	Portion of print cost
SLO Vocal Arts Ensemble	\$6,700	\$4,500	3 events at \$1,500 each for advertising
Sharing the Dream Festival	\$7,500	\$1,500	For celebration event – must be in SLO City
Transition Mental Health	\$5,000	\$2,000	Only out-of-county advertising

Organizations that were not present at the PCC's GIA meeting on March 17, 2009 were not considered for funding.

2. FUNDING RECAP

Staff reported that the preliminary budget will be released on May 28, 2009. The PCC's budget will be included as recommended by the committee. The GIA funding is recommended to be reduced to \$90,000 due to the budget cuts necessary to balance the budget. On June 4, 2009, Council will consider the General Fund operating programs and indicate desired changes.

PCC LIAISON REPORTS

John Conner reported that the TBID had canceled the regular meeting of May 13, 2009 and is holding a special meeting on May 20, 2009. In that meeting, they will discuss the possible collaboration with Cambria Bicycles for bike rentals at all lodging properties interested.

PCC COMMUNICATIONS

Katy McGrath reported on the campaign for the SLO Botanical Garden. The Garden has welcomed close to 1,000 visitors during its May event thus far and the campaign greatly contributed to this success.

Meeting adjourned at 7:00 pm.