

**Promotional Coordinating Committee
Minutes
Wednesday, April 14, 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

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

APPOINTMENTS

Jill LeMieux and Sasha Palazzo took their oaths to serve on the Promotional Coordinating Committee.

CONSENT AGENDA

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

Note: The website statistics and visitors center reports were inadvertently omitted in the original agenda package. Staff sent them to the commissioners on April 19, 2010 and incorporated them into the agenda package on file.

PRESENTATIONS

1. CENTRAL COAST CANCER CHALLENGE

Heather Hellmann presented the Central Coast Cancer Challenge Multi-sport event to raise awareness and funding for Cancer Research and the LiveStrong Foundation. The organizers plan to use the event to provide a support network to participants and the community alike. The scheduled event will span over a full weekend on September 18, 2010 at Laguna Lake Park. Heather went over the various sponsorship packages still available and the demographics that were targeted within the various sporting events. She referenced the San Jose LiveStrong Foundation event that is currently the closest to San Luis Obispo. In its third year, this event has grown to 6,000 participants. The San Luis Obispo event will be marketed locally as well as out-of-county. The organizers

intend to use PR, advertising (currently limited budget) to target runners and cyclists. They will concentrate on online buys, social media, email marketing, and outreach to sport clubs and medical groups through direct mail. They are hoping for 40% outside participants and about 1,000 people for the inaugural event. Event tickets will range from \$35 to \$75 depending on events. The event organizers are trying to keep a balance between keeping the entry fees reasonable to attract participants and get enough revenue to support the cause.

Wellness Community is a national organization with its local chapter located in Paso Robles. However, network groups meet in San Luis Obispo as the product provided is not clinical, but based on classes, education, and support networks. The same can be said for the LiveStrong Foundation that is based in Texas, but gives money directly to people nationwide. In addition, this foundation has become very well known and will give the event tremendous brand recognition.

ACTION: **Moved by Davis/Babb** to fund the platinum sponsorship for exclusivity of the event stage.

Motion carried 6:0

2. CONTRACT UPDATES

Chamber of Commerce

Lindsey Miller presented the articles placed through the contractor's PR efforts. Several stories appeared in Bay Area publications as detailed in monthly report. Lindsey also reported on the meeting with a State Tourism representative at the Courtyard by Marriott. 40 people attended the meeting and will hopefully submit some content to the State's tourism website in order to increase San Luis Obispo county recognition.

Verdin Marketing Ink.,

Cary Woll announced that Verdin Marketing won an Addy award for ShopSLO/Dine SLO campaign. She reported that they will use the remaining budget of \$2,500 for a concentrated effort around Mothers' Day reaching out to merchants to post specials and then drive traffic through social media, radio and PR once the information is posted. Merchant outreach will be through personal contact in order to gain feedback as to what features work well for the merchants and what other tools they would deem beneficial.

BUSINESS ITEMS

1. FORMATION OF TASK FORCE FOR EVENTS PROMOTION

Committee members LeMieux, Palazzo, T.Conner will serve on the joint task force with the TBID to develop an events promotion program. Staff is to coordinate time and date for a first meeting.

2. SUBCOMMITTEE ASSIGNMENTS AND GIA MEETINGS

Staff went over the current subcommittee assignments and years served by individual members. The committee agreed the two-year stipulation in the bylaws is justified as it offers the committee members the opportunity to see both subcommittee elements.

Committee member Babb will therefore move to the Marketing Subcommittee and the two new members will serve on the Grants-in-Aid subcommittee.

3. MARKETING SUBCOMMITTEE RECOMMENDATION

Subcommittee chair J. Conner reported on the discussion at the subcommittee meeting and introduced the recommended action. The new website under www.sanluisobispovactions.com was showcased, so all committee members had a visual to go with the report. Subcommittee member Davis reiterated that the tourism message was diluted and misleading using two websites and logos and that it needed to be streamlined.

Motion: **Moved by Conner/Davis** to utilize www.sanluisobispovacations.com and the Sincerely California logo for all marketing material commissioned by the PCC.

Motion carried 6:0

PCC LIAISON REPORTS

Committee member Babb reported that Ballet Theater of SLO was presenting "Coppelia" and invited the committee to come to the performance.

Committee member Davis reported that the organizers of the City to Sea Half Marathon are working on plans for a possible full marathon race in 2011 and will present the event to the TBID in May or June.

PCC MARKETING SUBCOMMITTEE

Discussed under Business Item No. 3

TBID BOARD REPORT

Committee member J. Conner reported that the TBID board is currently establishing its 2010-11 budget which will continue to concentrate on the website and traffic to it.

PCC COMMUNICATIONS

Meeting adjourned 7:05 pm