

**Promotional Coordinating Committee
Minutes
Wednesday, December 9, 2009
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, Fidler, Rizzo

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

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

PRESENTATIONS

1. CONTRACT UPDATES

Lindsey Miller from the Chamber of Commerce presented the final Downtown map to the committee. The maps had been delivered to every lodging property in San Luis Obispo and are available at the Tourism Center. She presented a draft of the promotional brochure and asked for feedback from the committee. Staff was asked to send a reminder to the committee members to submit comments by Monday (12/14) morning.

Katy McGrath with Verdin Marketing, Ink reported that 15 accounts have been established on ShopSLO and eight on DineSLO. She also presented the Christmas Guide and SLO Journal ads and a PR article that appeared in the Tribune. She presented the two radio spots and the print ad creative. Dusty Davis asked that the print creative be sent to the committee members for feedback.
