

**Promotional Coordinating Committee
Minutes
Wednesday, April 13, 2011
5:30 pm
City Hall
Council Hearing Room
990 Palm Street**

CALL TO ORDER: Chair Marco Rizzo 5:30 pm

PRESENT: LeMieux, Conner, Palazzo, Fidler, Billing

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

OATH OF OFFICE FOR NEWLY APPOINTED BOARD MEMBERS

Marco Rizzo took his oath for a second term on the committee.

CONSENT AGENDA

ACTION: Moved by Davis/LeMieux to approve consent agenda as presented

Motion carried 5:0

PRESENTATIONS

1. CONTRACTORS REPORTS

Chamber of Commerce

Ermina Karim, Vice President for Government Affairs with the Chamber of Commerce, reported on the Economic Development website status. The design was changed based on feedback provided by the committee at the January meeting. She took the committee through the new design and the main message portrayed. Business friendly is the main focus with the tag line "open for business".

Lindsey Miller, Director of Marketing, reported on in-county PR that saw placements in Men's Journal, RTL European National TV network, and The Hindu. She will represent the City at the upcoming Cal Poly Open House.

Dave Garth, President and CEO for the Chamber, addressed the committee as it was the last time he would participate in a quarterly report before his retirement. He reflected on his 38-year tenure with the Chamber and the changes he has seen.

Verdin Marketing

Ashlee Akers, Account Manager, reported on the third quarter efforts for ShopSLO|DineSLO and reiterated the overall goal and strategy. The community awareness campaign was successful driving traffic to 1,400 visitors monthly. Monthly e-blasts are being sent to the merchants to encourage active utilization of the website. The agency is actively working on the next events brochure to come out in June covering events July through December.

BUSINESS ITEMS

1. REVIEW OF COMMITTEE BYLAWS

ACTION: **Moved by Fidler/Davis** to approved the bylaws as amended.

Motion carried 5:0

2. BUDGET 2011-12

The three commissioners appointed to the budget task force reported on the Task Force meetings and discussion that was based on the members' interpretation of the committee's mission statement. They mentioned that they started with GIA and events promotion allocations as they see those two efforts as essential. They also elaborated on the current efforts that are not working well enough for the current investment and that objectives have to be redefined to become more ROI driven. This line of thought brought the committee to the conclusion that the efforts have to be more incentive driven and drive call to action. However, the task force members did not fully define the program and asked the committee for feedback.

The discussion then turned towards the validity of efforts due to the budget cut and whether the amount now allocated really allowed for effective programs.

ACTION: **Moved by Billing/Davis** to recommend to the City Council to augment the Community Promotions budget by an additional \$25,000 for the directional sign program and \$36,500 for full funding of the Chamber of Commerce Visitors Center.

Motion carried 6:0

3. EVENTS PROMOTION

Future of Work is a joint effort between the TBID, the City's Economic Development program, and the Promotional Coordinating Committee. The conference will bring high level executives to San Luis Obispo for a mid-week conference. The TBID was asked for \$10,000, the PCC for \$7,500, and Economic Development for \$2,500.

ACTION: **Moved by Davis/Palazzo** to allocate \$3,000 from events promotion to the conference.

Motion carried 5:1

Meeting adjourned at 8:17 PM