

**Promotional Coordinating Committee
Minutes
Wednesday, August 11, 2010
5:30 pm
City Hall
Council Hearing Room
990 Palm Street**

CALL TO ORDER: Chair Marco Rizzo 5:30 pm

PRESENT: LeMieux, Babb, J. Conner, Fidler, Davis

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

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

PRESENTATIONS

1. CONTRACTORS REPORTS

Lindsey Miller, Marketing Director for the SLO Chamber of Commerce, reported that all GIA recipients had been contacted and that she personally met with the Bioneers Group and the SLO Symphony. She will also meet with all organizations connected to the Performing Art Center this month. She is currently working on articles on San Luis Obispo in Skywest, Skymall, Santa Clarita Valley Magazine (on biking), and with Rachel Ray for "Women and Wine". The Chamber has hired two new staff members at the Visitors Center, one of them being bilingual.

Cary Woll, Accounts Manager with Verdin Marketing presented the new creative for ShopSLO | DineSLO that will feature in print and online. She reported that the agency is creating a common landing page for both websites from which the consumer can go to either ShopSLO or DineSLO. The agency is starting collaboration with the Downtown Association to encourage merchant participation.

2. SLO SYMPHONY – ADDITIONAL FUNDING REQUEST

Betsy Oltmann thanked the committee for allowing the Symphony to present before the community. She presented the New Year's Eve concert that the Symphony plans on putting on and is seeking funding for from the City in the amount of \$4,600. The funding would be used to promote the concert and the Symphony is hoping to attract people from out-of-town for overnight stays.

After deliberation, the committee continued the item to September and asked Betsy to provide geographical information on Symphony patrons.

BUSINESS ITEMS

1. ShopSLO | DineSLO

ACTION: **Moved by Conner/Davis** to extend the contract with Verdin Marketing Ink for the ShopSLO | DineSLO campaign based on first year campaign success and presented 2010-11 campaign plan. **Motion carried 6:0**

2. SLO TRANSIT – TROLLEY SERVICE

Subcommittee member LeMieux introduced the item. The subcommittee had convened in a joint-meeting with TBID members to evaluate the current trolley service, hours of operation, and ridership. The joint-committee members agreed that this item should be considered by the PCC as the trolley in itself does not attract tourists, but is a nice amenity to offer. Based on the discussion and evaluation, the subcommittee recommended that the trolley service be supported in the amount of \$18,000 which will secure service from April through October, on Thursday, Friday, and Saturday, from 3 to 10 pm and 1 to 10 pm on Saturday.

ACTION: **Moved by Fidler/LeMieux** to recommend \$18,000 in funding for trolley service as presented by the subcommittee. **Motion carried 6:0**

3. DIRECTIONAL SIGNAGE

Staff introduced the item and the purposed of the advisory committee for this project. Cathie Babb will serve as the PCC representative on the committee and Marilyn Fidler will be the alternate.

4. REQUEST FOR PROPOSAL – EVENTS PROMOTION BROCHURE

The marketing subcommittee presented the draft work scope and elaborated on the discussion that went into its development.

ACTION: **Moved by Babb/LeMieux** to recommend the release of the RFP document and suggested timeline as presented by the marketing subcommittee. **Motion carried 6:0**

Meeting adjourned at 6:40 pm.