

**Promotional Coordinating Committee
Minutes
Wednesday, February 9, 2011
5:30 pm
City Hall
Council Hearing Room
990 Palm Street**

CALL TO ORDER: Chair Marco Rizzo 5:30 pm

PRESENT: LeMieux, Babb, Conner, Palazzo, Fidler, Davis

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

The Grants-in-Aid subcommittee staffed by Commissioners J. LeMieux, S. Palazzo, and J. Conner held the pre-application meeting with interested organization at 5:00 pm in the Council Chamber. 40 organizations were presented. The commissioners briefed the organizations on expectations, format, as well as budgetary issues for 2011-12. They also elaborated on Council's direction to support new events which will lead to lesser allocation for organizations that have benefited from the grant for many years. Several questions were asked by attending organizations and addressed by the committee members.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

ACTION: **Moved by Davis/LeMieux** to approve the consent agenda as presented.
Motion carried 7:0

PRESENTATIONS

1. CONTRACTORS REPORTS

Ermina Karim, Vice-President for the Chamber of Commerce, reported on the preliminary design for the Economic Development website. Two different concepts were developed in collaboration with iiiDesign. The website will be accessible through SLOChamber.org as well as SLOCity.org.

The commissioners liked the overall direction and favored a combination of the design elements presented in the two options. At the April meeting, E. Karim will present the actual content pieces according to the site map presented in January as the commissioners are interested in the visual presentation of the information.

Ashley Akers, Account Manager with Verdin Marketing, presented the update for ShopSLO | DineSLO (SSDS) and the Events Promotion contract. The agency's intern has been visiting merchants to encourage sign-up. They also linked merchant facebook and twitter pages with SSDS in order to increase cross promote and build traffic.

All the hotels have received the events brochure. EventSLO.org is now live and the events have been posted. The commissioners would like to know the cost for a sticker on The Tribune to promote the brochure. A. Akers will provide the information at the April meeting.

2. SLO SYMPHONY

Patty Thayer, Marketing Director with the San Luis Obispo Symphony, provided a recap of the New Year's Eve event that was supported through Community Promotions. All expectations were met and even surpassed. The concert was sold out and brought new patrons to the Symphony as well as the Performing Art Center.

BUSINESS ITEMS

1. EVENTS PROMOTION

Commissioner M. Fidler reported on the five events the joint events task force heard on February 7, 2011 and the committee's recommendations. The task force members were not recommending any funding from Community Promotions at this point, but discussions on Savor the Central Coast, Future of Work conference, and All Out Promotions will continue in March.

Meeting adjourned at 7:00 PM