

**Promotional Coordinating Committee
Minutes
Wednesday, January 12, 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: Michael Codron, Assistant City Manager
Claire Clark, Economic Development Manager

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

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

PRESENTATIONS

1. CONTRACTORS REPORTS

Shop SLO/Dine SLO

Mary Verdin gave an overview of the last quarter (October-December 2010) which included an online media buy for holiday ads. 70 people opted in for the Holiday Texting Campaign to receive texted coupons, referral to the website, and to enter into an ipod nano giveaway.

M. Verdin also reported that 20% of the merchants have entered their profiles. The agency will promote additional community awareness in January through March 2011 through online ads and SLO E-flyer. Merchant outreach will include an eblast, and a "feet on the street" campaign that will leave flyers with merchants. The agency also plans on refreshing the website with new merchant profiles, graphics, etc.

Commissioner D. Davis had a question about the use of on-line ads on Yahoo or Facebook and whether they will also use Google once finalized. He suggested a search engine profile to create top of mind awareness so more people will search for it. Mary will return with this info on search relevance, etc.

Events Promotion

L Miller reported on the last quarter efforts which included Thrive and a Yahoo! News Weekend Edition piece, the Delta Airlines article, Men's Journal, and Frommer's Travel Guide. She reported that Winter events and SLO Events will be updated more often than quarterly.

Economic Development

L. Miller reviewed the goals of project and aspects that the site was to include. They have had discussions with seven web design firms and delved further into web research to define the best presentation of the information.

They have also developed a working site plan and preliminary i.d. of website design components, including: the Site Map, Fast facts, population, cost of living, talented workforce, major employers, target industries and clusters, retail sales, etc. The key themes: Live Here, Work Here, Thrive Here. Thrive, business support, getting started, meet with us, etc.

Next steps include working on a design concept that will be presented at the next meeting. The site goes live in June.

BUSINESS ITEMS

1. Grants-in-Aid 2011-12

The Committee decided to move forward with dates consistent with last year.

2. Events Promotion

Commissioner J. Lemieux gave an update on the Joint Task Force for Events Promotion. The organizers for the Central Coast Cancer Challenge have requested \$5,000 for this year's sponsorship of the stage area. The organizers will provide some additional information and a recommendation was postponed to the February meeting.

3. VCB Tourism Vision Workshop - January 26, 2011

There is enough interest that the meeting will be noticed.

4. Special Meeting-Budget Deliberation

The Board wants to agendize the budget discussion for the March regular meeting and add a special meeting only if necessary.

5. Events Promotion Logo

Commissioner M. Fidler stated that if the committee has to prioritize, it should make do with what it is available currently. Commissioner J. Conner concurred. Commissioner J. Lemieux suggested that the Board reconsider for the next issue of events brochure. The agency will need to know by April. (put it on the April agenda with reminder in March).

PCC LIAISON REPORTS

TBID Liaison – Board Liaison J. Conner gave a report
Meeting adjourned at 6:40 PM