

**Promotional Coordinating Committee  
Minutes  
Wednesday, July 14, 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, Palazzo

**STAFF PRESENT:** Brigitte Elke, Principal Administrative Analyst

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**PUBLIC COMMENT**

Patty Thayer from the San Luis Obispo Symphony addressed the committee. She presented the organization's season brochure that is mailed to 15,000 people, 70% of which are from out-of-town. She asked for clarification regarding this year's funding to the Symphony. She felt that the Symphony had a proven record and deserved more funding than currently allocated through GIA and the TBID board which amounts to \$5,400. The Symphony was shocked and dismayed at the small amount given for its 50<sup>th</sup> anniversary year and she would like to be given an opportunity to address the committee again.

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**CONSENT AGENDA**

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

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**PRESENTATIONS**

**1. CONTRACTORS REPORTS**

Lindsey Miller, Marketing Director for the SLO Chamber of Commerce, gave the committee a year-end report and summarized the PR, Events Promotion, and Visitors Center efforts during 2009-10. She also shared data from the 2010 CalTIA conference pertaining to social media and travel trends.

**2. SALMONID RESTORATION FEDERATION – 2011 CONFERENCE**

This item was continued to August 2010 when the committee will receive a budget update. This will confirm the actual events promotion budget for 2010-11.

**3. SLO TRANSIT – TROLLEY SERVICE REDUCTIONS**

John Webster, Transit Manager for the City of San Luis Obispo gave the presentation regarding the City's trolley service and the cost to keep it running past September 1, 2010 when it is scheduled to cease operation. The committee asked to receive more detailed information regarding ridership on

the trolley from Friday through Saturday and the cost associated to it. The Events Promotion committee was directed to convene and return with a recommendation regarding possible funding for the continuation of the service at the August meeting.

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## **BUSINESS ITEMS**

### **1. VERDIN MARKETING**

Cary Woll, Account Manager with Verdin Marketing Ink, presented the first quarter marketing plan for the 2010-11 ShopSLO/DineSLO campaign. The campaign will concentrate on four components for community and merchant awareness, seasonal promotion on “Back to School”, and an update to the websites.

### **2. SUBCOMMITTEE ELECTION**

ACTION: **Moved by LeMieux/Babb** to assign Marilyn Fidler to the Marketing Subcommittee.  
**Motion carried 6:0**

ACTION: **Moved by LeMieux/Babb** to assign Marilyn Fidler to the Joint Events Promotion Committee.  
**Motion carried 6:0**

### **3. GIA LIAISON ASSIGNMENTS**

The committee went over the list of funded GIA organizations and assigned four organizations to each member. Staff is to update the list and send to the commissioners for follow-up with the assigned groups.

### **4. REQUEST FOR PROPOSAL – EVENTS PROMOTION BROCHURE**

The committee asked its Marketing Subcommittee to convene and define a work scope recommendation for the events promotion brochure. Staff is to coordinate a special meeting of the subcommittee.

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**Meeting adjourned at 7:40 pm.**