

**Promotional Coordinating Committee
Minutes
Wednesday, March 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,

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

Denise Leader Stoeber asked the committee to support cultural arts in San Luis Obispo on behalf of Cal Poly Arts.

CONSENT AGENDA

ACTION: Moved by J. Conner/LeMieux to approve consent agenda as presented with an addition regarding the GIA pre-application meeting.

Motion carried 6:0

Add that there were several questions that were addressed in the GIA pre-application meeting.

PRESENTATIONS

1. CONTRACTORS REPORTS

Ashley Akers, Account Manager with Verdin Marketing, presented the update for ShopSLO | DineSLO (SSDS) and the Events Promotion contract. SSDS experienced a great number of site visitors in February (1,300 visits) as the agency concentrated on increasing traffic to the site. E-blasts were sent to the merchants in January and February with tips and events information. Banner ads are running on sanluisobispo.com, Yahoo, and Facebook promoting the events brochure. Work on the next brochure is starting in April.

Mary Verdin gave an update on the historic walking tour podcasts that the agency is producing on behalf of the History Museum of San Luis Obispo. She confirmed that they will be finished in June as agreed.

Lindsey Miller, Director of Marketing for the Chamber of Commerce, reported on the in-county PR. She is still busy with effects from the Oprah show with phone calls to the Visitors Centers. The historic walking tour was used during a visit for writers from San Joaquin Magazine.

BUSINESS ITEMS

1. ELECTION OF CHAIR AND VICE CHAIR

ACTION: **Moved by Babb/Fidler** to re-appoint Marco Rizzo as chair for 2011-12.

ACTION: **Moved by Rizzo/Fidler** to re-appoint Dusty Davis as vice-chair for 2011-12.

Staff is to verify that commissioner Davis is willing to continue as vice-chair.

2. CHAMBER OF COMMERCE – MARKETING MATERIAL

The commissioners returned hard copies to Lindsey with changes for the tear-off map.

L. Miller explained that the wine map currently hanging in the Visitors Center is hard to read, so they contracted with a design firm for a more customer friendly version. The commissioners suggested several changes and addressed shortfalls in the current design proposal. L. Miller will have the designer work on the map accordingly and bring back a revised version in April.

3. BUDGET 2011-12

Michael Codron, Assistant City Manager, introduced the budget discussion and where the process stands for the 2011-13 Financial Plan. He elaborated that on March 1, 2011, every department was given its target to help close the \$3 million structural gap. He then explained the proposed budget cut to the Community Promotions program and the integration of Grants-in-Aid into the Community Promotions program. He stated that the PCC has the opportunity to build a program from ground up with the proposed budget. This cut would probably have occurred even without the TBID.

M. Codron reiterated that the current recommendation might not be accepted by the City Council which will give strategic budget directions on April 12, 2011. The actual budget amount ultimately available can therefore still change.

ACTION **Moved by Palazzo/Fidler** to create a budget task force to come up with a recommendation to the committee as to the use of the available funding. **Motion carried 6:0**

Commissioners Palazzo, Fidler, and LeMieux volunteered to be on the task force. Staff is to provide information regarding the 2010-11 budget and current contract details.

4. EVENTS PROMOTION

Commissioner Conner reported that most decisions were deferred and the committee is awaiting follow-up. However, the TBID gave \$2,500 to the Open House as a token of appreciation.

PCC LIAISON REPORTS

Commissioner LeMieux mentioned that the Writers' conference is very active in soliciting advice for their Grants-in-Aid proposal.

TBID Liaison – Commissioner Conner reported that the VCB's request for funding was referred to the TBID's budget task force. Tim Billing was elected chair and the immediate past chair is serving as the vice-chair. BID Alliance received a proposal from All Out Events for a 24-hour adventure race and discussed the possibility of an Iron Man Triathlon in 2013.

Meeting adjourned at 7:07 PM