

**Promotional Coordinating Committee
Minutes
Wednesday, May 25, 2011
5:30 pm
City Hall - Council Hearing Room**

CALL TO ORDER: Vice-Chair Dusty Davis 5:30 pm

PRESENT: LeMieux, Palazzo, Cox

STAFF PRESENT: Michael Codron, Assistant City Manager

PUBLIC COMMENT

There was no public comment on items not on the agenda.

BUSINESS ITEMS

1. GRANTS-IN-AID 2011-12

M. Codron provided the Committee with an agenda report describing the GIA process and committee member J. Lemieux discussed the GIA subcommittee recommendation. Vice Chair D. Davis then read through the list of recommendations and asked the public to comment:

Most attending organizations voiced their appreciation for the recommended funding. Several representatives asked for clarification on the new process to reduce funding over time for organizations that have received funding and have not made changes to the events in order to grow and attract new audiences. Commissioner J. Lemieux described the purpose behind the process of reduced funding over time and reiterated that the purpose of the grant is to help an event to establish itself, but not to carry it indefinitely. Once it is well-established, it should be able to stand on its own. This approach will allow funding and seed money for new events and diversity in the events that are supported. Commissioner S. Pallazo reiterated the Council's desire and direction to see new events and organizations being supported.

Committee Member J. Lemieux indicated that the guidelines for the new process will be clarified and that she will work with staff to establish a new list of criteria to be approved by Council.

ACTION: Moved by Palazzo/Cox to recommend approval of the 2011-12 GIA funding levels as presented. **Motion carried 4:0**

2. EVENTS PROMOTION BROCHURE

Vice Chair D. Davis introduced the item and Mary Verdin passed around the examples of the front cover for consideration by the Committee. She described the pricing difference between 12 and 16

pages and mentioned that there is plenty of content to fill 16 pages. 16 pages also offer economies of scale from \$6/page to \$5/page and will allow for a lot more pictures in the brochure.

Vice Chair D. Davis asked for clarification on the available funding. Committee Member D. Cox said that a half-day facilitator should cost less than \$1,000.

ACTION: **Moved by Palazzo/Cox** to recommend approval of \$6,000 to increase the Summer/Fall events promotion brochure from 8 to 16 pages. **Motion carried 4:0**

ACTION: **Moved by Palazzo/Cox** to utilize the originally presented cover for the Summer/Fall events promotion brochure. **Motion carried 4:0**

3. COMMUNICATIONS PLAN AND INCENTIVE PROGRAM

Committee Member Cox reported on the subcommittee discussion to update the current SWOT / PEST analysis and to establish a communication plan. The subcommittee members recommended hiring a facilitator for a half-day session with the goal to develop a marketing and communications plan that is cohesive with the TBID's efforts, so that both advisory bodies are working in the same direction.

ACTION: **Moved by LeMieux/Cox** to determine a date for the retreat and hire a facilitator within budget, to develop the new communication plan. **Motion carried 4:0**

ACTION: **Moved by LeMieux/Cox** to recommend approval of month-to-month agreement with Verdin Marketing Ink for ShopSLO | DineSLO and the Chamber of Commerce for PR services until the new program is concluded. **Motion carried 4:0**

Meeting adjourned at 6:37 PM