

**Promotional Coordinating Committee
Minutes
Wednesday, September 14, 2011
5:30 pm
City Hall - Council Hearing Room**

CALL TO ORDER: 5:30 pm by Commissioner Fidler

PRESENT: Billing, Cox, Palazzo

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment

APPOINTMENTS

The committee had to elect an interim chair as two members including the committee chair were not present and the vice-chair had resigned from the committee in August.

ACTION: Moved by Billing/Palazzo to elect Marilyn Fidler as interim chair.

Motion carried 4:0

CONSENT AGENDA

ACTION: Moved by Cox/Billing to approve the consent agenda as presented.

Motion carried 4:0

PRESENTATIONS

No presentations were made at the meeting as quarterly presentations were scheduled for October 2011.

BUSINESS ITEMS

1. DIRECTIONAL SIGN PROGRAM – DESTINATION LIST

Bridget Fraser, project manager with Public Works, presented the program as approved by the City's Architectural Review Committee. She went over the preliminary destination list and mentioned that the program will go before the City Council on October 18, 2011.

ACTION: **Moved by Cox/Billing** to endorse the City's Way Finding program and destination list as presented. **Motion carried 4:0**

2. EVENTS PROMOTION

Commissioner M. Fidler reported on the joint events committee meeting and the presentations received on August 29, 2011. Funding requests from the SLO International Film Festival and the inaugural SLO Jazz Festival were considered. The committee did not make a recommendation for the Jazz Festival as there were several open questions the organizers needed to address.

ACTION: **Moved by Cox/Billing** to recommend allocating \$5,000 to the Film Festival for marketing of the 2012 event. **Motion carried 4:0**

3. COMMUNICATION PLAN & RFP

Commissioner M. Fidler reported on the last marketing subcommittee meeting and the change in direction the subcommittee is recommending. The new approach would concentrate on events promotion and look to refresh the Grants-in-Aid program, the current events approach in the joint-events committee, and also define a better assessment of the economic impact and ROI.

ACTION: **Moved by Palazzo/Cox** to establish a program that allocates funding to events promotions in a comprehensive manner by incorporating Grants-in-Aid, events promotion, print and electronic platforms, public relations efforts, and establishes clear metrics to gauge ROI. The communication plan originally envisioned will not be pursued.

Motion carried 4:0

The committee then discussed the promotional elements currently commissioned under the Community Promotion's program.

ACTION: **Moved by Fidler/Palazzo** to discontinue the current ShopSLO|DineSLO program that has been commissioned month-by-month since July 2011, by September 30, 2011.

Motion carried 4:0

Meeting adjourned at 7:10 PM