

**Promotional Coordinating Committee
Minutes
Wednesday, June 8, 2011
5:30 pm
City Hall - Council Hearing Room**

CALL TO ORDER: Chair Marco Rizzo 5:30 pm

PRESENT: LeMieux, Billing, Palazzo, Fidler, Cox, Davis

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

ACTION: Moved by LeMieux/Palazzo to approve the consent agenda as presented.

Motion carried 5:0

PRESENTATIONS

1. TBID MARKETING 2011-12 – LEVEL STUDIOS

Ryan Allshouse, Doug Klein, and Rebecca Jensen from Level Studios presented an extensive report to the committee recapping all the efforts and campaign results for the TBID over the past year.

2. CONTRACTORS REPORTS

Verdin Marketing

Ashlee Akers, Account Manager for Verdin Marketing, reported that the ShopSIO | DineSLO won an award from the Public Relations Society of America for its social media campaign. She presented an example of the new events promotion brochure and asked the committee for feedback by the end of the week. She also presented three examples for the post-it note to appear on the Tribune on Friday June 24, 2011 and asked for a selection. The committee favored example 2.

Chamber of Commerce

Lindsey Miller, Marketing Director for the Chamber of Commerce, reported that the outdoor 24/7 hotel information kiosk was up and running and that people were using it. The wine map was also done and should be mounted in the Visitors Center this week. San Joaquin Magazine published a great article on San Luis Obispo.

BUSINESS ITEMS

1. EVENTS PROMOTION

Subcommittee member J. LeMieux reported on the presentation that was heard on May 31, 2011.

Remnants of the Past – October 8, 2011

The committee liked the event and wanted to be supportive. However, the commissioners would like answers regarding the exact expenditure and a commitment to see the show in San Luis Obispo over several years. Staff is to follow-up with the organizers and schedule a presentation for July.

Dave Cox was willing to serve on the joint events subcommittee. However, he would like the meeting to start at 3 pm to accommodate his schedule. Staff is to coordinate with the committee and confirm the meeting time.

2. GRANTS-IN-AID

Jill LeMieux had prepared an amendment to the grant criteria to further clarify additional funding for anniversaries and to add a definition for the sustainable funding program. The commissioners will send their final comments to staff by email for final review during the special meeting scheduled for June 15 or 22, 2011.

3. RETREAT UPDATE

Staff reported that one of the three suggested facilitators responded. Jim Seybert would be available on June 15th from 4 to 8 pm. He has received the most recent SWOT analysis and the financial plan information regarding the 2009-11 Community Promotions program in order to review the documents.

The committee felt that the rate quoted was too high. Staff is to clarify that no final report was required and that the facilitator was hired to keep the discussion on track in order to achieve the desired results. Two more names were given to staff for additional proposals.

4. TROLLEY SERVICE

John Webster, Transit Manager for the City, presented the ridership numbers and operation cost for the trolley in 2010-11 and an estimate for 2011-12.

ACTION: **Moved by Palazzo/LeMieux** to fund \$2,700 for trolley operation through July and to bring back in-depth analytics regarding the changes made in 2010-11 and actual results.

Motion carried 5:0

Meeting adjourned at 8:07 PM