Based on the threat of COVID-19 as reflected in the Proclamations of Emergency issued by both the Governor of the State of California, the San Luis Obispo County Emergency Services Director and the City Council of the City of San Luis Obispo as well as the Governor’s Executive Order N-29-20 issued on March 17, 2020, relating to the convening of public meetings in response to the COVID-19 pandemic, the City of San Luis Obispo will be holding all public meetings via teleconference. There will be no physical location for the Public to view the meeting. Below are instructions on how to view the meeting remotely and how to leave public comment.

Additionally, members of the Promotional Coordinating Committee (PCC) Board are allowed to attend the meeting via teleconference and to participate in the meeting to the same extent as if they were present.

Using the most rapid means of communication available at this time, members of the public are encouraged to participate in PCC meetings in the following ways:

1. Remote Viewing - Members of the public who wish to watch the meeting can view:
   - Go to Webinar Registration: [https://attendee.gotowebinar.com/register/2116505318485701392](https://attendee.gotowebinar.com/register/2116505318485701392)
   - Webinar ID: 375-534-635
   - You must register to view via Webinar.

2. Public Comment - The PCC will still be accepting public comment for only items on the agenda. Public comment can be submitted in the following ways:
   - Mail or Email Public Comment
     - Received by 10:00 AM on the day of meeting - Can be submitted via email to: [advisorybodies@slocity.org](mailto:advisorybodies@slocity.org) or U.S. Mail to City Clerk at: 990 Palm St. San Luis Obispo, CA 93401
     - Emails sent after 10:00 AM up until public comment is opened on the item – Limited to one page emailed to [cityclerk@slocity.org](mailto:cityclerk@slocity.org) will be read aloud during the public comment period.
   - Verbal Public Comment - Call (805) 781-7164; state and spell your name, mention the agenda item number you are calling about and leave your comment. The verbal comments must be received by 10:00 AM on the morning of the noticed meeting and will be limited to 3 minutes. All voicemails will be forwarded to the PCC members and saved as Agenda Correspondence.

All comments submitted will be placed into the administrative record of the meeting.
CALL TO ORDER  Chair Dana Matteson

ROLL CALL:  Chair Dana Matteson, Vice Chair John Thomas, Ryan Heath, Stephanie Stackhouse, Samantha Welch, Lori Lerian and John Conner

PUBLIC COMMENT:  At this time, people may address the Committee about items not on the agenda. Persons wishing to speak should come forward and state their name and address. Comments are limited to three minutes per person. Items raised at this time are generally referred to staff and, if action by the Committee is necessary, may be scheduled for a future meeting.

CONSENT ITEMS

C.1 Minutes of the Meeting on October 14, 2020

C.2 2020-21 Community Promotions Budget Report

C.3 Public Relations Report

C.4 Visitors Center Report

C.5 TOT Report

PRESENTATIONS

1. PUBLIC RELATIONS MONTHLY REPORT  15 mins
   Representatives from the SLO Chamber will present the monthly report for the Public Relations activities.

BUSINESS ITEMS

1. HOLIDAY BANNER PROGRAM ADDITION  10 mins
   Staff will present an update the committee on the installation of the holiday banners throughout SLO and present the recommendation to fund the design of color pages of the Holiday Banner artwork.

2. ADDITIONAL SERIES FLAG/BANNER BIDS  20 mins
   The committee will review the project bids for the selection of a contractor to design the additional banner series.

3. MODIFIED GIA PROGRAM UPDATE  15 mins
   The GIA committee will present the first grant allocation recommendations for the PCC review and approval.

4. 2021-23 COUNCIL GOAL SETTING  30 mins
   The PCC will provide input, discuss, and begin to formulate goals as an Advisory Body to recommend for the 2021-23 City Council goal-setting process.
PCC LIAISON REPORTS AND COMMUNICATION

1. COMMITTEE OUTREACH UPDATE – COMMITTEE REPORT

2. TBID BOARD REPORT – TBID Meeting Minutes: October 14, 2020

3. TOURISM PROGRAM UPDATE

ADJOURNMENT

The next Regular Meeting of the Promotional Coordinating Committee is scheduled for Wednesday, December 9, 2020 at 5:30 p.m. held remotely and via teleconference.

The City of San Luis Obispo wishes to make all of its public meetings accessible to the public. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the City Clerk’s Office at (805) 781-7100 at least 48 hours before the meeting, if possible. Telecommunications Device for the Deaf (805) 781-7107.

Meeting audio recordings can be found at the following web address: http://opengov.slocity.org/WebLink/1/fol/61016/Row1.aspx