FROM: Greg Hermann, Deputy City Manager
Prepared By: Molly Cano, Tourism Manager

SUBJECT: ADOPTION OF THE MODIFIED CULTURAL GRANTS-IN-AID PROGRAM

Recommendation:

1. As recommended by the Promotional Coordinating Committee, adopt the Modified Cultural Grants-In-Aid (GIA) Program for fiscal year 2020-21 (Attachment A); and
2. Authorize the City Manager to execute various agreements and grant expenditures for Modified Cultural GIA Program not to exceed the 2020-21 program budget of $100,000 based on the recommendations by the PCC.

DISCUSSION

The City of San Luis Obispo's PCC, under direction of the City Council, recognizes that cultural, social, and recreational organizations make significant contributions to the overall quality of life in the City of San Luis Obispo. Accordingly, the City sponsors a Cultural GIA program to promote such activities within the community.

Background

The PCC has been administering the City’s annual Cultural GIA program for decades. Each year approximately $100,000 in grant funds is awarded exclusively to local non-profit organizations for the promotion of cultural activities and events. Historically, the annual process requires that GIA proposals are submitted during the month of March for the fiscal year beginning in July. Grant applications are not considered outside the annual application period. In general, grants are awarded to non-profit organizations to aid in the support of events or activities that are of local cultural benefit to the residents or of tourism promotion advantage to the City and must be used exclusively for marketing purposes. The grant process is extremely competitive with local non-profit organizations.

With the current restrictions on large group gatherings due to the COVID-19 pandemic, the PCC was forced to terminate the regular Cultural GIA application process for 2020-21 and establish a modified program in order to better align with the current needs of the community.

Program Modifications

Due to COVID-19, special events in our community are being reimagined. The PCC has reconfigured the GIA program to reflect those changes and has maintained the full allocation intended to support these grants within their program budget to support events in the community in a new way.
During fiscal year 2020-21, changes to the GIA program include accepting applications for the modified GIA program throughout the year and PCC to consider such applications on a monthly basis—as opposed to the annual application period that has been followed historically. Applications will be reviewed by a GIA subcommittee of PCC members and awards will be recommended to the full PCC. Grants will be awarded in accordance with the outlined criteria and at the discretion of the PCC. The funding amount per grant award will be fixed per application and the program will be discontinued once the funding has been exhausted. Based on the program budget of $100,000, there is a total of 40 grants available at the funding level of $2,500 each. A new term within the modified GIA program allows for grant funding to be used to fund production expenses as well as marketing expenses—both of which must be directly related to the event or activity.

Additionally, the PCC has defined the event eligibility for consideration and award of the modified GIA program, which requires events to be virtual or in-person passive. To be considered for grant funding the event or activity must meet the current State and County health and safety guidelines, including but not limited to size of gathering, type of gathering, adherence to sanitization and distancing guidelines. Events that are political in nature, or represent a sole party, candidate or affiliation are not eligible. Events must support the City’s meta goal of economic recovery, stability, and resiliency and be in alignment with the City’s core values. Grant requests must be for programs and events that occur during the funding cycle of July 1, 2020 – June 30, 2021. The complete list of program guidelines and specification are included as Attachment A.

Additionally, the PCC has simplified the grant application which will be available as a digital form for applicants to complete and submit (Attachment B). Applications submitted to the PCC will be evaluated both in terms of the applicant and the grant proposal using the following criteria:

- Organization must be a non-profit.
- Priority will be given to events that take place in the City of San Luis Obispo or events of special benefit to the City of San Luis Obispo and its residents.
- Grant requests must be of cultural, social, and/or recreational benefit to the residents of the City of San Luis Obispo.
- Events must be in line with public health and safety guidelines.
- Events must take place during the City’s fiscal year July 1, 2020 through June 30, 2021.
- Additional consideration will be given to events that address sustainability, diversity and inclusivity practices.
- Events must support the City’s meta goal of economic recovery, stability, and resiliency and be in alignment with the City’s core values.
- Application must adhere to the budget requirements outlined in the use of grant funding including 25% of grant to be spent on marketing expenditures.
- Demonstrated financial need is considered, although events with potential promotional benefit to the City of San Luis Obispo will be given higher consideration.
- Past grant performance of the organization is considered. Please note that integration of the City’s logo and the recognition of the City’s support of the event are imperative to receive grant funding for a consecutive year.
The PCC will evaluate the effectiveness of this modified GIA program on an ongoing basis and will modify the elements including applicant or event criteria, evaluation guidelines, and even the value of the fixed grant amounts throughout the year as community needs evolve.

**Program Communication & Outreach**

The offering of this program will be widely communicated by the City and made accessible to non-profit organizations within the City. The communication and outreach plan includes:
- Direct communication to previous GIA applicants and grant recipients
- Communication via the City website and social media channels
- Paid public notifications placements
- Press release to local media
- Partner organization outreach i.e. SLO Chamber of Commerce

**Previous Council or Advisory Body Action**

The following Council action was taken to support these recommendations:
- At the July 7, 2020 City Council meeting, the Council approved the 2020-21 Community Promotions Program including the allocation of $100,000. (Attachment C)

The following advisory body actions were taken to support these recommendations:
- At the August 12, 2020 regular monthly meeting, the PCC approved the program guidelines and application document for recommendation to City Council. (Attachment D)

**Public Engagement**

The public engagement was adequately done in order to prepare these recommendations to City Council. All Advisory Body Meetings for the PCC were noticed in accordance with Brown Act standards.

**ENVIRONMENTAL REVIEW**

The California Environmental Quality Act does not apply to the recommended action in this report, because the action does not constitute a “Project” under CEQA Guidelines Sec. 15378.

**FISCAL IMPACT**

Budgeted: Yes  
Budget Year: 2020-21  
Funding Identified: Yes
Fiscal Analysis:

<table>
<thead>
<tr>
<th>Funding Sources</th>
<th>Current FY Cost</th>
<th>Annualized On-going Cost</th>
<th>Total Project Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Fund – Community Promotions</td>
<td>$100,000</td>
<td>N/A</td>
<td>$100,000</td>
</tr>
<tr>
<td>State</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$100,000</td>
<td>N/A</td>
<td>$100,000</td>
</tr>
</tbody>
</table>

During the adoption of the 2019-21 Financial Plan Supplement and 2020-21 Budget, the City Council approved the PCC recommended allocation of $100,000 towards the Cultural GIA program.

**ALTERNATIVES**

*Deny request to authorize City Manager to execute various agreements and grant expenditures for the Modified Cultural GIA Program.* Staff does not recommend this alternative because it will greatly reduce the efficiency and flexibility of the modified program to meet the needs of the community.

Attachments:

a - 2020-21 Modified GIA Program Guidelines and Specification

b - 2020-21 Modified GIA Application (Draft)

c - Council Action Update dated 07/07/2020

d - Promotional Coordinating Committee Draft Minutes dated 08/12/2020
City of San Luis Obispo Cultural Grants-In-Aid Program

FY 2020-21 Modified Program Guidelines and Specification

The City of San Luis Obispo’s Promotional Coordinating Committee (PCC), under direction of the City Council, recognizes that cultural, social and recreational organizations make significant contributions to the overall quality of life in the City of San Luis Obispo. Accordingly, the City sponsors a Grants-In-Aid program to promote such activities within the community. The City awards annual promotional grants totaling approximately $100,000 to various organizations each year. Due to COVID-19 and the restrictions on group gatherings, the PCC has temporarily modified the annual program to reflect the current environment for local community events.

During fiscal year 2020-21, applications for the modified GIA program will be accepted throughout the year and considered by the PCC monthly. Applications will be reviewed, and grants are awarded in accordance with the criteria described herein and at the discretion of the PCC.

The funding amount per grant award will be fixed per application and the program will be discontinued once the funding has been exhausted. Based on the program budget of $100,000, there is a total of 40 grants available at the funding level of $2500 each.

**Modified Cultural GIA Program Specifications:**

1. **Use of Funds:** GIA funds are to be used for the production and marketing expenses related to execution of an event or activity of cultural, social, and/or recreational benefit to the residents of the City of San Luis Obispo.

2. **Ongoing or Rolling Application Period:** Applications for funding through the modified GIA program will be accepted at any point throughout the year until funds are exhausted.

3. **Application Submittal Deadline & Requirements:** The cutoff date for application submittals is the 1st day of each month. Applications received prior to or by 12:00 pm on the first day of each month will be considered by the PCC during the next regular committee meeting. *Example: Applications submitted between September 2 – October 1 will be reviewed at the October 14 regular monthly meeting of the PCC.* All applications and supporting material must be submitted electronically through the digital GIA Application FORM. Incomplete applications will not be accepted.
4. Use of Grant Funding: Grant funding must exclusively be used to fund production and marketing expenses directly related to the event or activity. Example expenditures include service fee for virtual platform, COVID modifications, purchase of PPE, performer/artist/speaker. It is required that a minimum of 25% ($625) of the awarded funds must be spent on marketing/advertising expenses. Grants are not given for the following expenses: office overhead, staff, equipment; scholarships / honoraria; or general organization operating expenses.

5. Awarding of a Grant: Only one grant per event may be awarded, however organizations may be awarded up to two separate grants within the fiscal year to support different programs.

6. Applicant Eligibility. To be considered for grant funding, organizations must have non-profit status (Articles of Incorporation, 501(c)(3) or (c)(6) status, Federal ID number and Tax-Exempt Notification) prior to grant submittal. Applicant organization must have a clearly stated purpose and function and be responsible for the planning and provision of a cultural, social or recreational program/event. Applicant must demonstrate that it has the managerial and fiscal competence to complete the proposed project. The organization must be in good standing with the City. Final reporting and organization history will be considered in funding recommendations and during each application review. Organizations that received a prior promotional grant during a previous funding cycle must have complied with all reporting requirements to be considered for a 2020-21 grant. The organization must extend its program to the general public and may not exclude anyone by reason of race, religion, sex, national origin, sexual orientation, age, physical, mental or economic status. The applicant organization must comply with the final report evaluation process as requested by the Promotional Coordinating Committee.

7. Event Eligibility: Events that are virtual or in-person passive are eligible for this grant. To be considered for grant funding the event or activity must meet the current State and County health and safety guidelines including but not limited to size of gathering, type of gathering, adherence to sanitization and distancing guidelines. Events that are political in nature, or represent a sole party, candidate or affiliation are not eligible. Events must support the City’s meta goal of economic recovery, stability, and resiliency and be in alignment with the City’s core values. Grant requests must be for programs and events that occur during the funding cycle of July 1, 2020 – June 30, 2021.

8. Application Evaluation: Applications submitted to the Promotional Coordinating Committee will be evaluated both in terms of the applicant and the grant proposal using the following criteria:

- Organization must be a non-profit.
- Priority will be given to events that take place in the City of San Luis Obispo or events of special benefit to the City of San Luis Obispo and its residents.
- Grant requests must be of cultural, social, and/or recreational benefit to the residents of the City of San Luis Obispo.
- Events must be line with public health and safety guidelines.
- Events must take place during the City’s fiscal year July 1 through June 30.
- Additional consideration will be given to events that address sustainability, diversity and inclusivity practices.
• Events must support the City’s meta goal of economic recovery, stability, and resiliency and be in alignment with the City’s core values.
• Application must adhere to the budget requirements outlined in the use of grant funding including 25% of grant to be spent on marketing expenditures.
• Demonstrated financial need is considered, although events with potential promotional benefit to the City of San Luis Obispo will be given higher consideration.
• Past grant performance of the organization is considered. Please note that integration of the City’s logo and the City’s support of the event are imperative in order to receive grant funding for a consecutive year.

9. Application Disposition: Applications may be 1) Accepted or 2) Rejected by the PCC.

10. Disbursement of Funds: If the application is accepted by the PCC, the approved grant will be disbursed via check within 60 days of receiving the signed grant agreement.

11. Final Reporting Requirements. If approved for funding, a final report including an administrator’s report, statistical survey, financial report, recognition, and proof of funding must be turned in within 90 days of funded event. Final report must be received and approved prior to submitting any additional applications.

12. Minimum Requirements: If approved for funding, event organizer will be held responsible to fulfill the signed contract, final event reporting, repayment of unused or incorrectly used grant funds, and obtaining all necessary permits for event use.

13. Committee Discretion: This application does not commit the PCC to award any grant or to pay any costs incurred in the preparation of this application or to procure or contract for services or supplies. The City through the PCC reserves the right to accept or reject any or all applications received, or to cancel in part or in its entirety this application, if it is in the best interest of the City to do so. GIA funding are made available at the City of San Luis Obispo PCC’s discretion.

How to Apply: The application must be submitted in the following manner

- Completed digital application submitted electronically through the digital GIA Application FORM.
- tax exempt certification
- signed statement of limitations and payment disbursement (Attachment 4)

It is important that your application provide all the requested information. Clear, concise and original applications are best.

Applications are due on or before 12:00 noon first day of each month for consideration that month.

PCC meetings are held on the second Wednesday of each month at 5:30 p.m. unless otherwise posted. Requests for meeting attendance or questions can be sent to the City’s Tourism Manager Molly Cano at mcano@slocity.org
GIA APPLICATION FORM

DATE(S) OF EVENT: ______________________________________________________________________

NAME OF EVENT: ______________________________________________________________________

NAME OF ORGANIZATION: ______________________________________________________________

ADDRESS OF ORGANIZATION: __________________________________________________________

WEBSITE URL: _________________________________________________________________________

NAME OF EVENT CONTACT PERSON: _____________________________________________________

NAME OF ORG. CONTACT PERSON: ______________________________________________________

TELEPHONE NUMBER: __________________________________________________________________

E-MAIL ADDRESS: _____________________________________________________________________

Please complete the entire application, answering all requests for information.

1. Provide a brief description of your organization and its cause including how this project or activity supports the overall goals of the organization. (Word Limit: 250 max)

2. Provide a brief description of the event or activity the grant is being used to support. (Word Limit: 100 max)
3. What is the expected event attendance? (Reference item 7 on the program specification document for application guidelines and the Public Health guidance to ensure adherence)

4. Who is your target audience and how will you promote the event to reach your desired audience? (Word Limit: 100 max and bulleted list is acceptable)

5. Do you plan to sell tickets or is it a free event?
   Tickets____ Free____

   If tickets are required, please provide the price range. ________________________________

6. Is your organization a local non-profit in the City of San Luis Obispo?
   Yes ___ No ___

7. Will your event be held virtual, in person or a hybrid with both elements? (if completely virtual, skip to question 10) (Reference item 7 on the program specification document for application guidelines and the Public Health guidance to ensure adherence)
   Virtual ___ In-Person Passive____ Hybrid____

8. Provide your safety plan describing how your event is adhering to gathering guidelines (social distancing, reduced capacities, PPE, etc. Reference item 7 on the program specification document for application guidelines and the Public Health guidance to ensure adherence) (Word Limit: 100 max and bulleted list is acceptable.)

9. Describe any environmental sustainability practices related to the event. (Word Limit: 100 max and bulleted list is acceptable.)
10. Describe how the organization will encourage inclusive participation from diverse populations. (Word Limit: 100 max and bulleted list is acceptable.)

11. Grant Funding Allocation: Please provide the projected grant allocation in the chart below. Outline the event component line item description for each projected expense and the corresponding projected grant allocation. (Please note, a minimum of 25% or $625 of the grant funding must be allocated toward marketing expenses.)

<table>
<thead>
<tr>
<th>Event Component Expense</th>
<th>Allocated Grant Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$</strong></td>
</tr>
</tbody>
</table>

Be sure to include all supplemental materials as requested. Thank you.

Application due on the 1st of each month by 12:00 pm (noon) for consideration that month.
ACTION UPDATE
CITY OF SAN LUIS OBIOSO CITY COUNCIL/DISASTER COUNCIL

Tuesday, July 7, 2020
Regular Meeting of the City Council / Disaster Council

CALL TO ORDER

A Regular Meeting of the San Luis Obispo City Council / Disaster Council was called to order on Tuesday, July 7, 2020 at 6:00 p.m. via teleconference by Mayor Harmon.

A. RECEIVE AN UPDATE FROM THE EMERGENCY SERVICES DIRECTOR AND AFFIRM, MODIFY OR REPEAL THE EMERGENCY SERVICES DIRECTOR PROCLAMATION DATED JULY 1, 2020 CLOSING BARS AND OTHER ONSALE ALCOHOL SERVING ESTABLISHMENTS OVER THE JULY 4, 2020 HOLIDAY WEEKEND AND LIMITING BAR OCCUPANCY AND OTHER ONSALE ALCOHOL ESTABLISHMENTS TO 25% UNTIL FURTHER ACTION

CARRIED 5-0 to adopt Resolution No. 11137 (2020 Series) entitled, “A Resolution of the City Council of the City of San Luis Obispo, California, affirming actions of the Emergency Services Director.” with modifications described in the agenda correspondence distributed prior to the Council meeting.

APPOINTMENTS

1. ADVISORY BODY APPOINTMENT FOR AN UNSCHEDULED VACANCY ON THE PROMOTIONAL COORDINATING COMMITTEE

CARRIED 5-0 to approve the appointment of Lori Lerian to the Promotional Coordinating Committee as recommended by the Council Liaison Subcommittee.

CONSENT AGENDA

2. WAIVE READING IN FULL OF ALL RESOLUTIONS AND ORDINANCES

CARRIED 5-0, to waive reading of all resolutions and ordinances as appropriate.

3. MINUTES REVIEW - JUNE 16, 2020 CITY COUNCIL MEETING

CARRIED 5-0, to approve the minutes of the City Council meeting held on June 16, 2020.
4. **ADDITION OF THE PROPERTY AT 1789 SANTA BARBARA AVENUE TO THE MASTER LIST OF HISTORIC RESOURCES AS THE LOZELLE AND KATIE FLYCKINGER GRAHAM HOUSE**

CARRIED 5-0, to adopt Resolution No. 11139 (2020 Series) entitled, “A Resolution of the City Council of the City of San Luis Obispo, California, adding the property located at 1789 Santa Barbara Avenue to the Master List of Historic Resources as “The Lozelle and Katie Flickinger Graham House” (HIST-0144-2020).”

5. **SECOND READING OF ORDINANCE NO. 1684 AND 1685 (2020 SERIES) INTRODUCED BY THE CITY COUNCIL ON JUNE 16, 2020, TO ADD LOCAL AMENDMENTS TO THE ENERGY CODE IN TITLE 15 AND TO AMEND TITLE 17 TO PROVIDE LIMITED TERM REGULATORY FLEXIBILITY TO SUPPORT ALL-ELECTRIC NEW BUILDINGS**

CARRIED 4-0-1 (COUNCIL MEMBER PEASE RECUSED), to


2. Adopt Ordinance No. 1685 (2020 Series) entitled, “An Ordinance of the City Council of the City of San Luis Obispo, California, amending Title 17 (Zoning Regulations) of the Municipal Code supporting the Clean Energy Choice Program (PL-CODE-0062-2020)” implementing regulatory flexibility through December 31, 2022 in support of the Clean Energy Choice Incentive Program; and

3. Direct staff to submit the approved local amendments and accompanying required submittal forms and information to the California Energy Commission to initiate the local amendments to California Energy Code review and approval process.

6. **REQUEST OF TRANSITIONS-MENTAL HEALTH ASSOCIATION TO REALLOCATE AFFORDABLE HOUSING FUNDS FROM BRANCH STREET APARTMENTS TO BISHOP STREET STUDIOS**

CARRIED 4-0-1 (COUNCIL MEMBER CHRISTIANSON RECUSED), to adopt Resolution No. 11140 (2020 Series) entitled, “A Resolution of the City Council of the City of San Luis Obispo, California, approving the reallocation of Affordable Housing Funds to Transitions-Mental Health Association from Branch Street Apartments to Bishop Street Studios (in the amount of $20,644).”

7. **ADOPT A RESOLUTION UPDATING THE CITY’S MASTER FEE SCHEDULE, THE CURRENT FEE FOR ENVIRONMENTAL IMPACT DETERMINATION, AND APPLY NEEDED CORRECTIONS TO ADOPTED FEES**

CARRIED 5-0, to adopt Resolution No. 111041 (2020 Series) entitled, “A Resolution of the City Council of the City of San Luis Obispo, California, adopting new fees and amending the 2020-21 Master Fee Schedule.”
8. **CONSIDERATION OF REMOVAL OF ADVISORY BODY MEMBER**

   CARRIED 5-0, to approve the removal of James Papp from the Cultural Heritage Committee.

**PUBLIC HEARING ITEMS AND BUSINESS ITEMS**

9. **AUTHORIZATION TO PURCHASE TWO ELECTRIC TRANSIT VEHICLES**

   CARRIED 5-0 to approve the purchase of two electric buses for $1,744,259 using the California Department of Goods and Services Statewide Cooperative Purchasing Contract.

10. **2020-21 COMMUNITY PROMOTIONS PROGRAM – TOURISM BUSINESS IMPROVEMENT DISTRICT & PROMOTIONAL COORDINATING COMMITTEE**

    CARRIED 5-0 to
    1. Authorize the City Manager to enter into various contracts and program expenditures for the TBID not to exceed the 2020-21 program budget of $1,014,000 (excludes staffing costs) based on the recommendations by the TBID Board and the adopted TBID Fund revenue projections as part of the 2020-21 Budget Supplement; and
    2. Authorize the City Manager to enter into contracts utilizing the TBID Fund un-appropriated fund balance from the 2019-20 fiscal year, following the completion of the City’s audited financial statements, for tourism marketing expenditures in 2020-21 based on the recommendations by the TBID Board; and
    3. Authorize the City Manager to use the TBID Fund Reserve of $100,000 for tourism marketing expenditures in 2020-21 in accordance with the TBID reserve policy; and
    4. Authorize the City Manager to enter into various contracts and program expenditures for Community Promotions not to exceed the 2020-21 program budget of $368,000 (excludes staffing costs) based on the recommendations by the PCC.

11. **CONSIDERATION OF THE 2020-21 HUMAN RELATIONS COMMISSION GRANTS-IN-AID FUNDING RECOMMENDATIONS**

    CARRIED 4-0-1 (COUNCIL MEMBER CHRISTIANSON RECUSED) to
    1. As recommended by the Human Relations Commission, approve the 2020-21 Grants-in-Aid funding allocations in the amount of $150,000; and
    2. Authorize the Community Development Director to execute agreements with each grant recipient.

12. **CREATION OF A DIVERSITY, EQUITY, AND INCLUSION TASK FORCE**

    CARRIED 5-0 to adopt Resolution No. 11142 (2020 Series) entitled, “A Resolution of the City Council of the City of San Luis Obispo, California, creating the Task Force for Diversity, Equity and Inclusion and defining its term and charge.”

With the following changes:

- Taskforce members shall reside in the County of San Luis Obispo and have frequent affiliation and knowledge of the City
- Replace the word prejudice with discrimination
- *Marginallized* cultural groups
13. NOVEMBER 3, 2020 GENERAL MUNICIPAL ELECTION

CARRIED 5-0 to adopt Resolution No. 11143 (2020 Series) entitled “A Resolution of the City Council of the City of San Luis Obispo, California, calling for the holding of a General Municipal Election to be held on Tuesday, November 3, 2020, for the election of certain Officers as required by the provisions of the Charter, adopting regulations for Candidate Statements, and requesting the Board Of Supervisors of the County Of San Luis Obispo to consolidate a General Municipal Election with the Statewide General Election to be held on November 3, 2020, pursuant to § 10403 of the Elections Code with the change to the Resolution as stated at the meeting.

ADJOURNMENT

The meeting was adjourned at 9:48 p.m.
CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on Wednesday, August 12, 2020 at 5:30 p.m., by Chair Matteson via teleconference.

ROLL CALL

Present: Chair Dana Matteson, Vice Chair John Thomas, Members Ryan Heath, Stephanie Stackhouse, Lori Lerian and John Conner

Absent: Member Samantha Welch

Staff: Tourism Manager Molly Cano and City Clerk Teresa Purrington

PUBLIC COMMENT ITEMS NOT ON THE AGENDA
None

--End of Public Comment--

CONSENT ITEMS

ACTION: UPON MOTION BY VICE CHAIR CONNER, SECONDED BY COMMITTEE MEMBER THOMAS, CARRIED 6-0-1 (WITH MEMBER WELCH ABSENT), to approve the Consent Agenda items 1 thru 7.

C.1 Minutes of the Meeting on July 8, 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 ACTIVITY UPDATE
Jacqui Clark-Charlesworth, SLO Chamber provided a PowerPoint presentation and responded to Committee inquiries.

Public Comment
None.

--End of Public Comment--

No action was taken on this item.

BUSINESS ITEMS

1. SUPPORT LOCAL PROGRAM - #SLOready

Tourism Manager Molly Cano provided a PowerPoint presentation and responded to Committee inquiries.

Public Comment
None.

--End of Public Comment--

ACTION: UPON MOTION BY COMMITTEE MEMBER LERIAN, SECONDED BY COMMITTEE MEMBER STACKHOUSE, CARRIED 6-0-1 (WITH MEMBER WELCH ABSENT), to reallocate the funds in the amount of $2000 for Support Local Influencer program back to the PCC budget.

2. 2020-21 CULTURAL GIA MODIFIED PROGRAM

Tourism Manager Molly Cano provided a PowerPoint presentation and responded to Committee inquiries.

Public Comment
None.

--End of Public Comment--

ACTION: UPON MOTION BY COMMITTEE MEMBER HEATH, SECONDED BY COMMITTEE MEMBER THOMAS, CARRIED 6-0-1 (WITH MEMBER WELCH ABSENT) to forward an approval recommendation to City Council regarding the modified guidelines and application, as amended at the meeting.

PCC LIAISON REPORTS AND COMMUNICATION

1. COMMITTEE OUTREACH UPDATE – COMMITTEE REPORT
Member John Thomas informed the Committee that the Greek Festival officially cancelled their event for September.

2. TBID BOARD REPORT – TBID Meeting Minutes: July 8, 2020

John Conner provided a brief overview of the TBID Board Meeting.

3. TOURISM PROGRAM UPDATE

Tourism Manager Cano provided a brief Tourism Program update.

ADJOURNMENT

The meeting was adjourned at 6:42 p.m. The next Regular Promotinal Coordinating Committee meeting is scheduled for Wednesday, September 9, 2020 at 5:30 p.m., via teleconference.

APPROVED BY THE PROMOTIONAL COORDINATING COMMITTEE: XX/XX/2020
Page intentionally left blank.