CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on Wednesday, October 14, 2020 at 5:33 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 COMMITTEE MEMBER STACKHOUSE, SECONDED BY COMMITTEE MEMBER CONNER, CARRIED 6-0 (WITH COMMITTEE MEMBER WELCH ABSENT), to approve the Consent Agenda items 1 thru 5.

C.1 Minutes of the Meeting on September 9, 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. **2021-23 COUNCIL GOAL SETTING PROCESS**

   Principal Budget Analyst, Natalie Harnett provided a PowerPoint presentation and responded to Committee inquiries.

   Public Comment
   None.
   --End of Public Comment--

   **ACTION:** No action taken on this item.

2. **SUPPORT LOCAL PROGRAM UPDATE**

   Ashlee Akers, Verdin provided a PowerPoint presentation and responded to Committee inquiries.

   Public Comment
   None.
   --End of Public Comment--

   **ACTION:** By consensus the Committee agreed to proceed with Concept 1.

3. **HOLIDAY BANNER/FLAG UPDATE**

   Tourism Manager Molly Cano and Katy McGrath, Badger Branding provided a PowerPoint presentation and responded to Committee inquiries.

   Public Comment
   None.
   --End of Public Comment--

   **ACTION:** UPON MOTION BY COMMITTEE MEMBER CONNER, SECONDED BY COMMITTEE MEMBER LERIAN, CARRIED 6-0-1 (WITH COMMITTEE MEMBER WELCH ABSENT) to approve Concept 3 for the new holiday banner.
4. FLAG/BANNER PROGRAM UPDATE

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

Public Comment
None.
--End of Public Comment--

ACTION: By consensus the Committee agreed to the SLOisms concept.

5. MODIFIED GIA PROGRAM UPDATE

Tourism Manager Molly Cano and Jacqui Clark-Charlesworth, SLO Chamber of Commerce provided a PowerPoint presentation and responded to Committee inquiries.

Public Comment
None.
--End of Public Comment--

ACTION: No action taken on this item.

PCC LIAISON REPORTS AND COMMUNICATION

1. COMMITTEE OUTREACH UPDATE – COMMITTEE REPORT

None.

2. TBID BOARD REPORT – TBID Meeting Minutes: September 9, 2020

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

4. TOURISM PROGRAM UPDATE

Tourism Manager Cano provided a brief Tourism Program update.

ADJOURNMENT

The meeting was adjourned at 8:14 PM. The next Rescheduled Regular Promotional Coordinating Committee meeting is scheduled for Wednesday, November 18, 2020 at 5:30 p.m., via teleconference.

APPROVED BY THE PROMOTIONAL COORDINATING COMMITTEE: XX/XX/2020