

PROMOTIONAL COORDINATING COMMITTEE

PURPOSE

The Promotional Coordinating Committee (PCC) assists the Council in working to improve the quality of life for all City residents and our visitors. The Committee recommends projects to help promote the City as a regional trade, recreation and tourist center, consistent with long-range community goals.

FUNCTIONS

1. Planning a comprehensive, long-range program to promote tourism in the City.
2. Preparing an annual program consistent with the long-range program.
3. Developing City advertising and promotional programs and projects.
4. Hearing requests from cultural and promotional groups seeking City grants; recommending groups to the Council for funding.
5. Initiating and supporting community cultural activities that are meaningful to residents and visitors alike.
6. Providing a liaison between City committees and civic organizations outside of government that work to promote the quality of life for residents and visitors of the City of San Luis Obispo.

STATUS

The PCC was established in 1970 as a permanent body responsible to the Council. This Committee is unusual in that it has an annual budget which, while originally developed by formula based on transient occupancy tax and business tax receipts, is no longer formula-funded, but based on annual cost-of-living increases to the prior year's budget. (Council Minutes dated 6/23/70 and Resolution No. 4948 [1982 Series] establishing Bylaws, Bylaws amended by Resolution No. 6592 [1989 Series])

MEMBERS

The PCC has seven members. The Council usually seeks appointees with experience in some aspect of promotion, advertising and tourism or in community cultural activities.

TERMS/LIMITS

Members of the Committee serve a term of four years. Members are eligible for re-appointment for an additional four years. Members are subject to a term limit of eight years, or two consecutive four-year terms.

MEETINGS

Meetings are held the second Wednesday of the month at 5:30 p.m. in the Council Hearing Room, City Hall.