

**Promotional Coordinating Committee
Special Meeting Minutes
Wednesday, February 26, 2009
5:30 pm
City Hall
Council Hearing Room
990 Palm Street**

CALL TO ORDER: Chair Cate Norton 5:30 pm

PRESENT: T. Conner, Babb, J. Conner, Nicklas, Kinney

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

BUSINESS ITEMS

1. CONTINUE BUDGET RECOMMENDATION FOR 2009-11 FINANCIAL PLAN

The committee continued its discussion regarding the community promotions program to be considered by Council for the 2009-11 financial plan. Based on the discussion during the February regular committee meeting, the contractors presented some preliminary thoughts on the various program components the committee wished to bring forward. The following allocations were approved for recommendation to Council:

	<u>2009-10</u>	<u>2010-11</u>
Directional Sign Program	\$ 25,000	\$ 50,000
Open Space Signage	\$ 22,500	\$ 15,000
Visitor Center & Website	\$103,500	\$103,500
Event Promotion & PR	\$103,300	\$103,300
Enhanced & Regional Promotion	\$ 50,000	\$ 50,000
ShopSLO/DineSLO	<u>\$ 50,000</u>	<u>\$ 50,000</u>
Total	<u>\$354,300</u>	<u>\$371,800</u>

ACTION: **Moved by Kinney/Babb** to recommend a General Fund allocation for the Community Promotions program of \$354,300 in 2009-11 and \$371,800 in 2010-11 to Council. **Motion carried 6:0**

2. DIRECTIONAL SIGNAGE PROGRAM STUDY

The committee discussed the use of \$8,000 in left over GIA funding and \$5,000 remaining in promotions (from an allocation returned to the City) to be used for the study phase of the directional signage program. This would allow the study to be commissioned in this fiscal year.

ACTION: **Moved by Nicklas/T.Conner** to utilize the left over funding for the study phase of the directional signage program **Motion carried 5:0**

With the committees consent, this item was discussed first. One member of the committee arrived after the vote.

Meeting adjourned at 7:40 pm.