

**Promotional Coordinating Committee
Minutes
Wednesday, June 10, 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, Kinney, Davis, J. Conner, Rizzo

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

ACTION: Moved by Kinney/J. Conner to approve the consent agenda as presented.
Motion carried 7:0

PRESENTATIONS

1. QUARTERLY REPORT – VERDIN MARKETING, INK.

Given that this was the last report on the advertising contract with Verdin Marketing, Ink, Kathy McGrath recapped the various campaigns and marketing efforts they had launched over the past two years.

The campaigns started out with print and online efforts, but given the first results, the strategy changed to focus more on online campaigns. Search Engine Marketing (SEM) and the monthly e-newsletter became center pieces of the advertising campaign. Over the two years, the SEM campaign generated 2,600 leads with a cost of \$21.03 per lead. The e-newsletter recipient list grew from 12,128 to 26,292 active emails with a 95% retention rate. Outdoor events lead the list in click-through rates as 40% of recipients favored this topic, followed by cultural events (32%) and culinary/wine events (28%). The online survey Verdin conducted saw 873 respondents of which 61% came from California and 45% said that they had visited SLO. Over the two years, 19,882 fulfillment packages were sent to requesting parties.

BUSINESS ITEMS

1. GRANTS-IN-AID ALLOCATIONS FOR 2009-10 – REVIEW WITH APPLICANTS

Cate Norton thanked the representatives of the organizations present for their commitment to the community and their hard work every year. She explained that each applicant would be given the possibility to address the committee regarding the current recommendations for funding. She then started the meeting by calling out each organization. Most representatives addressed the committee and voiced their gratitude for the allocation. They all understood the difficult financial situation of the City and were very appreciative of the funding available to them.

The Downtown Association (DA) had five representatives speaking to its proposed event, urging the committee to change its current recommendation of zero funding. They all felt that the proposed event would bring people downtown, who do not generally visit the Farmers Market. It would honor the veterans and mark a new annual event in a slow time of year. The DA plans to establish a subcommittee of veterans who would come up with the event marketing.

After hearing all representatives, the committee resumed deliberation of the recommended allocations. They asked for several clarifications from the DA representatives and reviewed the proposed budget for the event.

ACTION: **Moved by J. Conner/Babb** to allocate \$2,000 in funding for advertising only to the Downtown Association and to recommend to Council funding of the 2009-10 GIA for cultural activities in the amount of \$89,680 as established in the previous meeting.

Motion carried 7:0

| Organization | Funding Request | Proposed Funding for 2009-10 | Committee Comments |
|-------------------------------|-----------------|------------------------------|--|
| SLO Rugby Football Club | \$11,526 | \$3,800 | On-&offline advertising & Farmers Market |
| ARTS Obispo | \$12,000 | \$4,500 | 3 events at \$1,500 each for advertising |
| Central Coast Clean Cities | \$12,000 | \$3,000 | Advertising only |
| Cal Poly Alumni Assoc. | \$8,750 | \$ 0 | |
| Cal Poly Arts | \$7,500 | \$4,500 | 3 events at \$1,500 each for advertising |
| Cal Poly Multicultural Center | \$4,700 | \$1,800 | Radio advertising & half of print |
| Cal Poly Open House | \$12,000 | \$1,000 | Postcards only |
| Cal Poly Student L&L | \$5,175 | \$ 0 | |
| CC Autism Spectrum Center | \$5,229.50 | \$ 0 | |
| CC Children's Choir | \$2,855 | \$1,500 | Advertising only |
| CC Writers' Conference | \$3,500 | \$1,500 | Advertising only |
| City-to-Sea Half-Marathon | \$4,000 | \$2,500 | Advertising in LA area |
| Cuesta College Art Gallery | \$3,000 | \$1,150 | No honorarium |

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|----------------------------|------------|---------|---|
| Festival Mozaic | \$12,000 | \$6,000 | Media buy only |
| SLO County Libraries | \$12,000 | \$2,500 | Collaboration with Writers' Conf. – together \$4,000 for out-of-county advertising |
| Foundation for the PAC | \$7,500 | \$ 0 | |
| Friends of Prado | \$5,000 | \$3,000 | Advertising only |
| GALA | \$5,000 | \$5,000 | |
| I Madonnari | \$7,500 | \$ 0 | |
| Jewish Community Center | \$4,002 | \$ 0 | |
| The Monday Club | \$1,400 | \$1,400 | |
| Pacific Horizon Chorus | \$3,000 | \$1,600 | Advertising for annual show & youth festival only (Nov. & Dec. dates) |
| SLO ALPHA | \$4,000 | \$1,000 | Portion of advertising |
| SLO Art Center | \$12,000 | \$6,000 | National & regional advertising |
| SLO Blues Society | \$2,650 | \$2,500 | |
| SLO County Band | \$3,000 | \$1,230 | Promotion for concerts, no pre-promotion |
| SLO Child Abuse Prevention | \$2,500 | \$1,500 | On- and offline advertising |
| Downtown Association | \$7,500 | \$2,000 | Farmers Market is now self-sustaining; event within event. Needs new event outside of Farmers Market. |
| SLO Film Festival | \$12,000 | \$9,000 | Advertising & rack cards for tourist locations |
| SLO Little Theater | \$6,772.50 | \$4,500 | 3 events at \$1,500 each for advertising |
| SLO Poetry Festival | \$1,600 | \$1,600 | Must be used for advertising |
| SLO Railroad Museum | \$5,000 | \$4,000 | Statewide ad, Santa Barbara TV & electronic media |
| SLO Symphony | \$12,000 | \$3,600 | Portion of print cost |
| SLO Vocal Arts Ensemble | \$6,700 | \$4,500 | 3 events at \$1,500 each for advertising |
| Sharing the Dream Festival | \$7,500 | \$1,500 | For celebration event – must be in SLO City |
| Transition Mental Health | \$5,000 | \$2,000 | Only out-of-county advertising |

2. ELECTION OF CHAIR AND VICE-CHAIR

ACTION: **Moved by J. Conner/Kinney** to appoint Terry Conner as chair for fiscal year 2009-10.
Motion carried 7:0

ACTION: **Moved by Babb/Kinney** to appoint Marco Rizzo as Vice-Chair for fiscal year 2009-10.
Motion carried 7:0

This motion was approved after Jeanne Kinney and Cathie Babb declined their election for Vice-Chair.

3. 2009-10 CONTRACT

The committee asked the marketing subcommittee to convene and establish a recommendation regarding the contracts currently considered in the budget. The committee would like to review and form a recommendation to Council in its July meeting. Staff will coordinate a date and time for this meeting.

TBID Board Report

John Conner reported that the TBID's ad agency is currently working on the website architecture. The website is scheduled to launch in August 2009.

Meeting adjourned at 6:10 pm.