

**Promotional Coordinating Committee  
Minutes  
Wednesday, August 12, 2009  
5:30 pm  
City Hall  
Council Hearing Room  
990 Palm Street**

**CALL TO ORDER:** Chair Terry Conner 5:30 pm

**PRESENT:** Norton, Babb, Davis, J. Conner, Rizzo, Fidler

**STAFF PRESENT:** Brigitte Elke, Principal Administrative Analyst

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**PUBLIC COMMENT**

There was no public comment.

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**NEW MEMBER OATH**

Interim City Clerk Elaina Cano administered the Oath of Office for Marilyn Fidler.

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**CONSENT AGENDA**

**ACTION:** Moved by J. Conner/Norton to approve the consent agenda as presented.

**Motion carried 7:0**

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**PRESENTATIONS**

**1. OCTAGON BARN – B.K. RICHARDS**

B.K. Richards gave a status update on the Octagon Barn to the Committee. The building and its roof have been stabilized and the Land Conservancy is working on finalizing the building. The next big step is to apply for permits with the County in order to start the site grading and the construction of restrooms and the parking area. They hope to receive financial support from the County since the barn marks the start of the Bob Jones Bike trail in the County. The parking lot will serve bicyclists using the trail.

Further down the road, they will renovate the milking parlor to be used for educational purposes. The entire project will require \$350,000 to be finalized.

## **2. CONTRACTOR UPDATES**

Verdin Marketing Ink presented the creative concepts for ShopSLO and DineSLO, as well as the strategic plan for the execution of the campaign. The committee requested that the DineSLO logo be changed in order to reflect dining. The presented option was more representative of coffee places. The committee conceptually approved the strategic plan and is expecting a concrete recommendation at the September meeting together with the finalized logos.

Lindsey Miller reported that all GIA recipients have been contacted. She presented the list of events the Chamber plans to be physically present at. They are currently trying to find a solution for Mission Plaza events in order to inform patrons of the proximity of the Visitors Center. The high definition video is in production and so is the brochure which will include a "walking map" for downtown. As an additional marketing brochure, Lindsey presented HikeSLO which will be printed in enlarged postcard format with a map of all the open spaces on the back side. Lindsey will bring all items back for approval in September. This will include the results of the tourism survey that is currently with the hoteliers.

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## **BUSINESS ITEMS**

### **1. CONTRACT SERVICES 2009-10**

Committee member and Marketing Subcommittee Chair J. Conner reported the findings of the Marketing Subcommittee. However, he wanted the committee to consider whether funding of the VCB would be consistent with the approved direction of the PCC for internal marketing. After some clarification about the VCB's marketing plan and business model by staff, the committee decided to continue the item to the September meeting when the TBID will have made a decision.

ACTION: **Moved by Davis/Babb** to continue the item to the September meeting when the TBID's decision will be known.

**Motion carried 7:0**

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## **PCC LIAISON REPORTS**

### **TBID Board Report**

John Conner reported that the TBID's website is live and that the board will discuss the proposed media plan in a special meeting on August 26, 2009.

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## **PCC COMMUNICATIONS**

Staff asked the committee to start the October meeting at 5 pm in order to visit the first of three Open Space kiosks. The kiosk at Johnson Ranch should be finished by the end of September 2009.

Lindsey Miller reported on the visit by Sunset Magazine staff and that the elected subcommittee for the County is working hard to secure a Sunset event in San Luis Obispo.

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**Meeting adjourned at 7:18 pm**