

**Promotional Coordinating Committee  
Minutes  
Wednesday, October 14, 2009  
5:30 pm  
City Hall  
Council Hearing Room  
990 Palm Street**

**CALL TO ORDER:** Vice-Chair Marco Rizzo 5:30 pm

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

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

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**PUBLIC COMMENT**

There was no public comment.

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**CONSENT AGENDA**

**ACTION:**     Moved by Conner/Babb to approve the consent agenda as presented.  
**Motion carried 5:0**

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**PRESENTATIONS**

**1. CONTRACT UPDATES**

Lindsey Miller with the Chamber of Commerce reported on the various PR successes. San Luis Obispo was featured in SkyWest, USNews, Art & Entertainment, National Geographic Adventure Online, and Boomer Girl Online.

She reported that the HikeSLO cards will arrive on September 12, 2009.

She presented the old tear-out map that Barnett & Cox used to produce. She asked for committee feedback as they plan on updating and reproducing the map as the second contracted marketing collateral. The map would be promoted under ExploreSLO. The committee agreed that the main elements missing are activities and popular sights. The members also felt that it should include mention of Edna Valley and Cal Poly.

Lindsey will provide a draft at the October meeting.

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## **BUSINESS ITEMS**

### **1. DINE SLO**

### **2. RETREAT 2010 – continued from September 9, 2009 meeting**

The committee asked staff to send out a call for agenda items. Depending on the result the committee will decide whether to hold a retreat in 2010.

### **3. EXPLORE SLO**

### **4. TOURISM LOGO**

The committee referred the matter to the Marketing Subcommittee for discussion and recommendation to the full committee. Staff is to send an agenda for October 22, 2009 at 10 am.

### **5. SMITH TRAVEL REPORT (STR)**

Staff explained the two different reports that are currently commissioned through STR. Committee member and TBID Chair John Conner further elaborated on what information is essential to them and why they commissioned the more encompassing segment report.

ACTION: **Moved by Davis/Fidler** to cancel the City only report through STR.  
**Motion carried 5:0**

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## **PCC LIAISON REPORTS**

### **TBID Board Report**

John Conner reported that the TBID's agency is starting the execution of the media plan. The board is also looking at an educational program for hotel operators and front desk personnel.

### **GIA LIAISONS**

John Conner reported that he met with SLOCarFree. The organization had just launched the website.

Cathie Babb reported that the director position for Cuesta Art was not eliminated and that the program will continue as mentioned in the GIA proposal.

Marco Rizzo and Dusty Davis reported that they contacted all their respective liaisons.

The Chamber representative was asked to submit a list of all the groups and organizations contacted to date.

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**Meeting adjourned at 6:43 pm**