

**Promotional Coordinating Committee  
Minutes  
Wednesday, May 11, 2011  
5:30 pm  
City Hall - Council Hearing Room**

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

**PRESENT:** LeMieux, Conner, Palazzo, Fidler, COX

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

---

**PUBLIC COMMENT**

Dave Garth addressed the committee. He was concerned that PR, as traditionally contracted, was not addressed in the preliminary budget considered by the PCC. He explained that the Chamber cannot afford continue its reactive PR effort if not funded through Community Promotion.

**OATH OF OFFICE FOR NEWLY APPOINTED BOARD MEMBERS**

David Cox took the oath of office for his first term on the committee.

---

**CONSENT AGENDA**

**ACTION:** Moved by Davis/Cox to approve consent agenda as presented

**Motion carried 6:0**

---

**PRESENTATIONS**

**1. DIRECTIONAL SIGN PROGRAM**

Bridget Fraser, the project manager for the City, briefly summarized the project scope and its current status. The preliminary designs have been reviewed by the Architectural Review Commission (ARC) and the Cultural Heritage Commission and return to the ARC for final review on 5/16/11.

Pierre Rademaker with P. Rademaker Design and Debbie Rudd with RRM Design presented the refined project based on feedback from the advisory bodies and pointed out the minimal changes that had been applied. The main changes were driven by size requirements for the rural signs per Cal Trans and traffic engineering. One of the questions they wanted feedback from the commission was the background color for the signs. It was initially a reflective black, however, it might not be available as the color palette is dictated by Cal Trans and only a handful of different colors are available.

Public Comment: A member of the City's Bicycle Committee mentioned that there are not enough signs directing bicyclist through town. Debbie Rudd mentioned that they had established a list of items that have come up during the process and bicycle related signs are listed.

ACTION: **Moved by Palazzo/Fidler** to approve the directional sign project as presented with a preference for background color of black or a dark chocolate brown. **Motion carried 6:0**

## 2. OCTAGON BARN

B.K. Richards updated the committee on the Octagon Barn. He covered location, history, why it is important and its importance to the Bob Jones Bike Trail as the official start of the Bob Jones City to Sea Pathway. The barn will be used for events as it can hold 200 people. The Land Conservancy will rent the space in order to pay for the upkeep of the facilities. Ask whether he had any specific requests of the City, he mentioned that a letter of support would be welcomed.

## 3. CONTRACTORS REPORTS

### Chamber of Commerce

Lindsey Miller, Marketing Director for the Chamber of Commerce, asked for feedback on the new wine map.

ACTION: **Moved by LeMieux/Davis** to approve the final design of the map, but use a different color for wine tasting bars in order to distinct them from actual wineries.

**Motion carried 6:0**

### Verdin Marketing

Ashlee Akers, Account Manager with Verdin Marketing, Ink., reported the current data for the ShopSLO | DineSLO websites and the newsletter. She presented covers for the new events brochure and will send a proof of the brochure layout to staff for distribution to committee and feedback as the agency wants to go to print at the end of June.

## BUSINESS ITEMS

### 1. BUDGET 2011-12

Commissioner J. LeMieux reported on the Council action to increase the Community Promotion budget. The committee then discussed how to proceed with the program and decided to call a meeting of the marketing subcommittee to start the process.

ACTION: **Moved by Davis/Cox** to approve the budget as presented and to call a meeting of the marketing subcommittee to start the process regarding the incentive program components. **Motion carried 6:0**

### 2. GRANTS-IN-AID FUNDING 2011-12

Commissioner LeMieux reported on the preliminary discussion in the subcommittee, explained the "weaning" model, and the grant criteria. She explained that the subcommittee had not allocated all the funding as the commissioners applied the criteria consistently to all applicants. The subcommittee did not feel comfortable with randomly applying the remaining funding.

ACTION: **Moved by Cox/Palazzo** to accept the recommendation of the subcommittee and distribute the remaining funding according to the percentage of the originally allocated amount. Excluded from augmented funding are events that are already fully funded and all the events that are considered under the “wean” model. **Motion carried 6:0**

### **3. EVENTS PROMOTION**

Commissioner J. LeMieux reported on the two events heard at the monthly joint events promotion task force meeting on April 30, 2011. Both events will receive some help from the TBID through its agency and the PCC will consider funding for both, the Railroad Festival and the Plein Air Festival, under Grants-in-Aid.

Staff gave a brief update on available funding. The funding kept for two new open space kiosks will partially be used and \$7,500 remain available for other efforts. Given that this would augment the remaining funding to \$12,500 for May and June, staff asked whether the committee would reconsider funding for the “Future of Work” conference. The committee had previously recommended \$3,000 of the \$7,500 requested.

ACTION: **Moved by Fidler/Palazzo** to fully fund the Future of Work Conference and increase the recommended funding from \$3,000 to \$7,500. **Motion carried 5:1**

Given that this would leave about \$8,000 in the events promotion budget, Verdin Marketing was asked to provide a cost estimate for a 4-page increase of the upcoming events promotion brochure. Staff is to place a second item on the agenda for the special meeting on May 25, 2011 to look at the proposal.

**Meeting adjourned at 8:36 PM**