

**Promotional Coordinating Committee  
Special Meeting Minutes  
Wednesday, October 26, 2011  
5:30 pm  
City Hall - Council Hearing Room**

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

**PRESENT:** Fidler, Palazzo, LeMieux

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

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**PUBLIC COMMENT**

There was no public comment

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**1. EVENTS BROCHURE**

Ashlee Akers with Verdin presented a new events promotion program for 2012 with two semi-annual print brochures now suggested at 16 pages each. The cost for the program was proposed at \$64,000. Included in the proposal were the cost for the print brochure, web presence, and a social media and ad campaign.

The commissioners discussed each program component with the contractor. Based on the limited number of visitors to the events website (4,100 in 8 months) and the fact that the City already owns two website, the commissioners directed the contractor to find ways to define a web presence within the two existing options instead of a stand-alone website. Commissioner Palazzo also pointed out that this was a City of San Luis Obispo product and needed to be presented as such.

**ACTION:** Moved by LeMieux/Fidler to recommend the continuation of the events brochure contract in 2012. **Motion carried 4:0**

**ACTION** Moved by Palazzo/LeMieux to move forward with Verdin's proposed campaign at \$64,000 with the online component still to be determined. **Motion carried 4:0**

Commissioner Palazzo asked the agency to present the tracking mechanism for the additional post-it campaigns to proof traffic produced through this effort.

Commissioner LeMieux wanted to make sure that the agency will place the URL at the bottom of the brochure pages.

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**Meeting adjourned at 6:25 pm**