

**Promotional Coordinating Committee
Minutes – PCC & TBID Retreat
Wednesday, January 22, 2009
4:00 pm
Ludwick Center – San Luis Obispo**

CALL TO ORDER: Chair Cate Norton 4:00 pm

PRESENT: T. Conner, Babb, J. Conner, Nicklas, Kinney, Billing, Wallace, Koper, Mueller

STAFF PRESENT: Brigitte Elke, Principal Administrative Analyst

PUBLIC COMMENT

There was no public comment, but the PCC Chair read a letter from Becky Gray, Executive Director / SLO Vintners Association addressing the PCC.

PRESENTATIONS

1. STAFF PRESENTATION

Assistant City Manager Shelly Stanwyck gave a brief presentation on the City's current fiscal situation and the upcoming budget process.

Staff then continued with an introduction on a possible distinction and role definition for the two advisory bodies and their respective effort. The two components were defined into

1. External Marketing – reaching out with marketing efforts to bring people to SLO
2. Internal Marketing – making sure that their experience in SLO keeps them coming back as return visitors.

Internal Marketing was defined as addressing:

1. Infrastructure and Beautification
 - a. Signs
 - b. Sidewalks
 - c. Lights
 - d. Side walks
 - e. Trails
 - f. Side walk dining
2. Activities
 - a. SHOP SLO / DINE SLO Campaigns
 - b. Events

- c. Open Space
- d. History & Culture
- e. Wine & Food
- f. GIA & Enhanced Promotions

The members of the advisory bodies discussed the items introduced and agreed that the PCC's role could be well defined by concentrating on Internal Marketing.

The following action items were defined and will be further discussed at the upcoming regular board meetings for the PCC:

GIA:

The subcommittee was as asked to convene and bring forth a recommendation as to possible changes to the program. They should discuss the merit of establishing tiers and define a program that will create promotional partnerships between the City and the large grantees.

Infrastructure:

Directional Signage - The PCC feels well position to take this existing capital improvement project and bring it to conclusion. Funding could come from Community Promotions and staff was directed to look into the possibility to commission the study phase in 2008-09.

Visitor Center Improvements - update and modernize center with more interactive tools.

Open Space – increased signage, maps, welcome sign, donation boxes, maps for hikers and mountain bikers with degree of difficulty (use international definition of green, blue, and black trails).

Create visitor experience at sport fields such as Damon Garcia.

Events:

- SLO TRI – can it grow? Collaborate with Parks & Rec
- SLO Wine Country Marathon
- 1st Run on New Year's Eve
- New Year's Mardi Gras Run
- Public Art – “Bike about Town”

Continue strategic alliances with: Cal Poly, Botanical Garden, Vintners, Bike Coalition, Arts and Culinary organizations. Focus on adding value to the visitor experience (lower priced entertainment and ease of visit)

Various other ideas:

- Education program for hotel front desk employees
- Touch screen kiosks in lobbies that tie in with visitor website
- Create quality marketing materials for use at events, the Visitor Center, and hotel lobbies.

The meeting adjourned at 6:30 pm to the February 11, 2009 meeting.