

A group of people are walking along a dirt path in a vineyard. In the foreground, a man in a blue and white checkered shirt and sunglasses is walking towards the right. Behind him, several other people are walking, some holding wine glasses. The background shows rolling hills and mountains under a bright sky.

Marketing Committee Regular Meeting

Thursday, January 17, 2018 | 10:30 a.m. – 12:00 p.m.

MCCVB Conference Room

MONTEREY
Grab life by the moments:

AGENDA

WELCOME AND INTRODUCTIONS

PUBLIC COMMENT

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

A. Minutes from August 16, 2018 Regular Meeting

REGULAR AGENDA

NEW BUSINESS

A. Major Promotions & Projects Updates

B. Budget Reforecast

C. Sustainable Moments

D. Agency Update

GOOD OF THE ORDER

ADJOURN



Public Comment



Member and Staff Announcements

A group of people are walking through a vineyard, holding wine glasses. The scene is bright and sunny, with rolling hills in the background. A semi-transparent white box is overlaid on the image, containing text. The text is centered and includes a title, a subtitle, and a main heading. The title is underlined with a thick black line. The subtitle and main heading are in a pinkish-purple color. The background image shows a man in a checkered shirt and sunglasses on the left, and a woman in a blue patterned dress on the right. Other people are visible in the background, some holding wine glasses. A golf cart is parked on the right side of the image.

Consent Agenda

Agenda Item A.
Minutes from August 16, 2018 Regular Meeting



New Business

Agenda Item A
Major Promotions & Projects Updates

WINTER CAMPAIGN YOY

Campaign	Budget	Actual	Landing Page Visits	SMT Impressions	Overall Impressions
2017-18 It's ON Season	\$171,000	\$162,000	39,828	558 + M	3.2 M
2018-19 Winter Wonderland	\$205,000	\$232,920	92,200	853+ M	7.4 M



ROI Grid

GROUP CAMPAIGN: IN THE MOMENT

Campaign Performance as of 1/16/19:

- Video views: 12,300+
- Unique landing page visits: 6,050
- Overall impressions: 17.4 M



Upcoming:

- **CAB Meeting:**
 - Sustainable Moments in the group space
 - In The Moment branding and storytelling
- **Northstar Media “Inspired Moments” Video:**
 - Featuring CAB footage, showcasing inspiration in Monterey County
 - Distributed throughout Northstar’s media channels targeting meeting planners
- **Skift article #3 to be published mid-February:**
 - Focus is on “The here and now:” The businesses of today and their stories



VIRTUOSO.

PREFERRED DESTINATION

LUXURY INITIATIVE

Luxury Member Outreach:

- Product development underway

Virtuoso Network Hotels:

- Casa Palmero at Pebble Beach Resorts
- Post Ranch Inn
- Ventana Inn Big Sur and Carmel Valley Ranch

Virtuoso Media Plan includes:

- Custom Virtuoso.com destination page
- Themed emails, editorial articles, targeted print ads
- Partnership opportunities
- Tour & Travel webinars, Travel Week Destination Showcase & Dinner reception





INTERNATIONAL

Upcoming Media FAMS

January

- 21-23: SF Travel China Media FAM
 - Yimin Chen, World Traveller (850.8+ K)
 - Wang YingHong, CEO World Traveler (420+ K)
 - Qi Xiaoya, Kol UU Blog (10+ M)
 - Sun Yuan, Apex Manual (150+ K)
- 29-30: Anthea Gerrie, UK Jewish Chronicle (100+ K)

February:

- 6-8: Visit California Mexico
 - Manuel Martinez Torres, [Life and Style](#) (1+ M)
 - Carlos Lang, [Influencer](#) (592.7+ K)

INTERNATIONAL

Upcoming Marketing Campaigns

Brand USA Canada Jan-Feb 2019

5 Outdoor Adventures You Shouldn't Miss in Monterey County



Finally, a **Canadian Outdoor Subscription Box** for those who love adventure. [Click here](#)

It's around this time of year that Canadian explorers start to look past our own backyards for adventure in search of sunshine, snow-free trails and inviting waters.

Luckily, we don't have to travel far to find those summertime vibes. **Monterey County** boasts double-digit temperatures in Canada's chilliest months. Take a drive or book a flight to California's central coast and soak in the blue skies on these outdoor adventures.



1. Hiking

Lace up your boots and hit the trails! From the rocky coastline to desert-dusted hills, Monterey County's natural scenery is best explored on foot.

Visit Beautiful Monterey County

Perched on the stunning coast of Central California, Monterey County offers a multitude of activities. Tour vineyards, play golf in Pebble Beach and attend world-renowned events.

You'll never tire of driving along the breathtaking Monterey County coastline, but be sure to save time to explore the rest of this fertile area. With more than 80 wineries and growers producing 42 varietals, Monterey County has more than enough fabulous wine tasting to keep you coming back.

Monterey County is an adventure for the taste buds. Sample the bounty of sustainably farmed seafood and farm-to-table produce. The area is best known for its artichokes, specialty mushrooms and strawberries as well as calamari, halibut and abalone.

A great way to explore the area's scenic beauty is on foot. Hike the dramatic spires at Pinnacles National Park in the Salinas Valley, then point your compass down the coast and wind along Highway 1 to Big Sur. Treat Big Sur with care and use only

designated stops. Try kayaking, whale watching and sailing for aquatic adventures on Monterey Bay.

Monterey's acclaimed events attract visitors from around the world. Music lovers are drawn to the Monterey Jazz Festival in September, and fans converge for heart-thumping races at the iconic WeatherTech Raceway Laguna Seca. Car lovers flock to Pebble Beach every August for Monterey Car Week and the AT&T Pebble Beach Pro-Am in February.

Pebble Beach isn't the only place to play golf. Check out 20-plus renowned courses in the area as well.



VisitTheUSA.ca/Monterey 23

Brand USA UK

Jan-Feb 2019, May-June 2019

GRAB LIFE BY THE MOMENTS. PLAN YOUR TRIP TODAY.

MONTEREY
Grab life by the moments.
[SeeMonterey.com](#)

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PLAN NOW

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PLAN NOW



New Business

Agenda Item B
Budget Reforecast

BUDGET REFORECAST

Marketing Communications	18-19 Budget	Reforecast	Variance
	3,020,254	3,112,921	92,667

Top-line reforecast notes:

- Added \$90k to support Dallas - MRY flight in Spring 2019 and moved media for sustainable moments
- Added \$10k to support Dallas - MRY flight in Spring 2019 and moved sustainable moments posts
- Additional local PR agency services needed to support FAM logistics and coordination, and slight increase in Parasol fee
- \$46k cut commensurate to revenue shortfall in luxury program
- InterMX cancelled due to privacy concerns in research
- \$12k+ cost savings due to improved system for media tracking

A group of five people are walking along a dirt path in a vineyard. They are dressed in casual to semi-formal attire, including a checkered shirt, a red top, a grey jacket, and a patterned dress. Several of them are holding wine glasses. The background shows rows of grapevines and rolling hills under a bright sky. A semi-transparent white box is overlaid on the center of the image, containing text.

New Business

Agenda Item C
Sustainable Moments

POSITIVE IMPACT

POSITIVE IMPACT



- Fiona Pelham, CEO of Positive Impact, attending the CAB Meeting
- Webinar Creation
- New Sustainable Moments logos are in with official tagline: "Visit Responsibly"
 - Working to incorporate more into the group meetings space
- Up and Coming:
 - Sustainable Moments Ads with tips for the Visitors Center
 - Sustainable Moments Action Plan

Destination Stewardship Plan

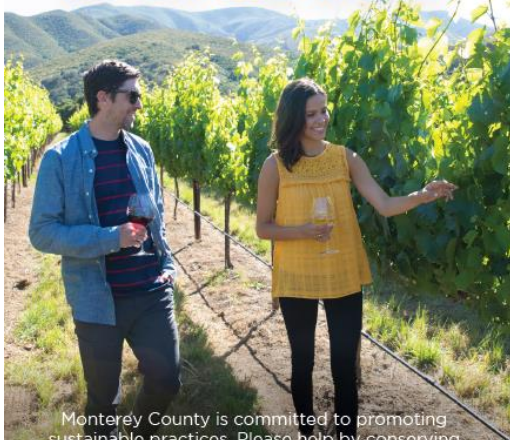
A group of people, including a man in a checkered shirt and sunglasses, and several women, are walking through a vineyard. They are holding wine glasses and appear to be enjoying a wine tasting. The background shows rolling hills and a clear sky. A semi-transparent white box is overlaid on the image, containing the text 'Destination Stewardship Plan' and a thick black horizontal line.

Think Beyond The Plate.

Sustainability starts with you!

- Say "no" to single use plastics (especially plastic straws) and help us lead the charge towards a

Sustainability, It's On the Menu.



Monterey County is committed to promoting sustainable practices. Please help by conserving water, protecting the land and ocean, and reducing waste. Enjoy our beautiful destination safely and responsibly.



MONTEREY
Grab life by the moments.

Big Sur | Carmel-by-the-Sea | Carmel Valley | Del Rey Oaks
Marina | Monterey | Moss Landing | Pacific Grove | Pebble Beach
Salinas | Salinas Valley | Sand City | Seaside

SeeMonterey.com/Sustainable

Have a Great Visit, Responsibly.

Get more info & tips at
SeeMonterey.com/Sustainable



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SUSTAINABLE
MOMENTS.



and get more info at
SeeMonterey.com/Sustainable

Take It All In. Leave Nothing Behind.

Have a Great Visit, Responsibly.

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MONTEREY
Grab life by the moments.

Marketing@SeeMonterey.com
to place your order!

Take It All In.

Help preserve the beauty
of Monterey County:

- Say "no" to single use plastics (especially plastic straws) and help us lead the charge
- Protect our Monterey Bay of trash, recyclables, compost, and waste in proper receptacles
- Join Monterey's leadership
- Stay on designated trails, and respect private property
- Locate public restrooms for your outing.
- Safely pull off the road for

Leave Nothing Behind.



Get more info at
SeeMonterey.com/Sustainable

Have a Great Visit, Responsibly.

The most refreshing thing about Monterey County is how down to earth it really is. See how going for a walk is more rewarding than taking a drive. How convenient it can be to carry reusable water bottles and bags. Or how fulfilling it is to know that your low-impact visit gives you a connection to the next generation of visitors.



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New Business

Agenda Item D
Agency Update

Welcome Struck!



סטרוק

Watch Creative Real at Struck.com

AGENCY UPDATE

Onboarding and Upcoming



- Attending MCCVB's CAB Meeting
- Full Destination Immersion Itinerary: scheduled February 13-15th, 2019
- First Up:
 - Review current programs, research, planning - consider "Always On" approach
 - Monterey Conference Center lifestyle photoshoot
 - Luxury program: Media Plan and creative development
 - Group Campaign: next phase of "In The Moment"
 - Infusing Sustainable Moments into the brand





Good of the Order



Adjourn

Next Meeting

Thursday, April 11, 2019 | 10:30 a.m. – 12:00 p.m.

MCCVB Conference Room