



# AGENDA

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## Visit SLO CAL Marketing Committee

**Visit SLO CAL Marketing Committee Meeting**  
Tuesday, June 11, 2019  
8:30 am - 10:30 am  
The Kinney  
1800 Monterey Street, San Luis Obispo, CA 93401

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>B. Burnham</b>
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<b>CONSENT AGENDA – <i>motion required</i></b>	<b>B. Burnham</b>
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3. **Approval of May 14, 2019 Marketing Committee Minutes**  
*Staff will ask for Committee approval of the May 2019 Marketing Committee Meeting Minutes.*

<b>BUSINESS ITEMS</b>	<b>B. Burnham</b>
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4. **Marketing Discussions (90 min)**
  - a. **Brand Presentation: Highway 1 Discovery Route (20 min)**  
*Highway 1 Discovery Route will share their brand platform and plans with the Committee.*
  - b. **2019 IPW Recap (25 minutes)**  
*Staff will review the results and learnings from the 2019 IPW trade show, media marketplace and post-FAM.*
  - c. **FY 2019/20 PR Strategy Discussion (45 minutes)**  
*Committee will discuss the schedule, tactics and targeting of FY 2019/20 PR events and initiatives.*
5. **Advertising & Marketing Update (20 min)**  
*Staff will review the progress on current initiatives, the paid media campaign, earned (PR) efforts and owned media programs.*

### ADJOURN

Brown Act Notice: Each speaker is limited to 2 minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Marketing Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



# MINUTES

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Minutes

Tuesday, May 14, 2019

8:30 am – 10:30 am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

#### 1. CALL TO ORDER: Brooke Burnham

**PRESENT:** Jim Allen, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Janine Dion, Lori Keller, Jennifer Little, Lindsey Roberts, John Sorgenfrei, Anne Steinhauer, Danna Stroud, Jill Tweedie

**ABSENT:** Ashlee Akers, Gordon Jackson, Joel Peterson, Jocelyn Brennan

**STAFF PRESENT:** Chuck Davison, Brooke Burnham, Derek Kirk, Michael Wambolt, Jordan Carson, Haley Cahill, Vanessa Robbins, Madison Quiring, Alessandra Casey

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Call to Order at 8:30 am.

#### 2. PUBLIC COMMENT (On Non-Agenda Items)

None.

#### ANNOUNCEMENTS

Allen mentioned Saturday, June 1 will be Hearst Castle's Twilight on the Terrace event.

Burnham reminded the Committee that the AMGEN Tour of California will be happening in Morro Bay on Wednesday, May 15, 2019 and Pismo Beach on Thursday, May 16, 2019. Burnham also introduced Madison Quiring, Communications Manager, and Alessandra Casey, Partner and Community Engagement Manager, to the Marketing Committee.

#### CONSENT AGENDA

#### 3. Approval of April 9, 2019 Marketing Committee Meeting Minutes

Public Comment – None.

Committee Discussion – None.

**ACTION:** Moved by Banish/Allen to approve the Consent Agenda as presented.

**Motion carried: 12:0:1  
Keller abstained.**

#### 4. Marketing Discussions

**a. Brand Presentation: Arroyo Grande**

Holly Leighton from the South County Chambers of Commerce introduced Chelsea Modlin from Verdin to present Visit Arroyo Grande's brand presentation.

Public Comment – None.

Committee Discussion – Burnham asked Modlin to talk more about Visit Arroyo Grande's advertising approach. Modlin noted that Los Angeles and the Central Valley are the primary targets where their family and mom-based personas are being targeted.

**b. FY 2019/20 Business & Marketing Plan Review**

Burnham reviewed Visit SLO CAL's FY 2019/20 Business & Marketing Plan.

Public Comment – None.

Committee Discussion – Cano asked if the process of sending journalists to the DMOs will still be in place for those media that don't fit the theme of the group FAM. Burnham responded that they would, and that Visit SLO CAL does still have a budget for reactive media and will be hosting individual visits throughout the year, but proactive visits will be focused on the three larger group media trips.

Keller noted in terms of display, there are several new markets Visit SLO CAL is targeting and inquired whether there are optimizations taking place where stronger markets are pulling dollars from others that aren't performing as well. Burnham noted Visit SLO CAL and Miles Partnership continue to refine the paid media strategy so that we can continue supporting the new and fly markets and ensure they're as efficient as we can make them. For FY 2019/20, Visit SLO CAL has a minimum spend and a goal spend for each market but also has built-in flexibility so that it can be nimble.

Sorgenfrei asked if there was a time frame for those new flights that we have committed to for marketing purposes. Davison stated that there's no hard commitment. Sorgenfrei then asked if Visit SLO CAL is able to shift funds with markets that are outperforming. Burnham stated that yes there is flexibility and Visit SLO CAL is always optimizing the program.

Cano asked if there has been any visitation from South America yet on the Dallas-Fort Worth flight. Davison noted the airline won't pull that report for another 7-8 weeks.

Keller asked if Visit SLO CAL will be doing another awareness study soon and how Visit SLO CAL measures its success. Burnham noted that Visit SLO CAL is doing research now for the next study and is also looking at a partner who can conduct a consumer sentiment study. Also, a visitor research study would help fill in the gaps that Arrivalist has in its data to inform the brand campaign evolution likely in FY 2020/21. Sorgenfrei noted that all of those pieces would be a good co-op for the DMOs.

Stroud asked if the FAMs will still have themes. Burnham stated that it has helped focus the journalists involved, as well as help hone in the activities and regions to promote during each particular FAM. Stroud also asked if the SAVOR activations will continue to be a co-op for DMOs in FY 2019/20. Burnham stated yes, the program will likely remain very much the same but Visit SLO CAL will look at new markets to engage.

**ACTION:** Moved by Sorgenfrei/Stroud to recommend the Board approve the FY 2019/20 Business & Marketing Plan as presented.

**5. Advertising & Marketing Update**

Wambolt reviewed the Travel Trade initiatives from April, including Visit California's Asia Sales Mission. Wambolt also reviewed upcoming initiatives, such as outreach, IPW and the post-IPW FAM trip, as well as other FAM opportunities.

Carson reviewed Film SLO CAL stats, recent and upcoming shoots.

Quiring and Cahill reviewed media results from April, upcoming short- and long-lead pitches and scheduled media and influencer visits.

Carson noted the FY 2019/20 Partnership Calendar is live on SLOCAL.com/Partners. Carson reviewed recent asset development at the Carrizo Plains, SLOCAL.com updates and April website performance.

Burnham reviewed paid media campaign results from April across display, video, paid social and paid search.

Public Comment – None.

Committee Discussion – Little and Steinhauer noted it would be beneficial to show traffic sources year-over-year and have Simpleview adjust the bar graphs.

**ADJOURNMENT**

Meeting adjourned at 10:30 am.