



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Minutes

Tuesday, July 9, 2019

8:30 am – 10:30 am

The Kinney SLO

1800 Monterey Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Audrey Arellano, Terrie Banish, Molly Cano, Janine Dion, Brittany Hensley, Lori Keller, Jennifer Little, Lindsey Roberts, John Sorgenfrei, Anne Steinhauer, Danna Stroud, Jill Tweedie

ABSENT: Jim Allen, Jocelyn Brennan, Cheryl Cuming, Gordon Jackson, Joel Peterson

STAFF PRESENT: Brooke Burnham, Michael Wambolt, Jordan Carson, Haley Cahill, Vanessa Robbins, Madison Quiring

Call to Order at 8:36 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Banish announced two new shuttle locations being added in Atascadero for the California Mid-State Fair.

Robbins informed the Committee that the postcard campaign to lodging investors and tourism-facing businesses has been live for two weeks and Visit SLO CAL will send out the PDFs to Committee members to share.

Burnham reminded the Committee to add their PR initiatives to the FY 2019/20 PR Strategies Google sheet that was shared.

Carson shared with the Committee that Atascadero was featured on Visit California's industry page rotating header.

Burnham reminded the Committee about the difference between SLO CAL and Visit SLO CAL, requesting their support in reducing confusion when discussing the two.

CONSENT AGENDA

3. Approval of June 11, 2019 Marketing Committee Meeting Minutes

Public Comment – None.

Committee Discussion – Hensley noted she was present at the last meeting, but is absent from the Minutes.

ACTION: Moved by Stroud/Arellano to approve the Consent Agenda as amended.

**Motion carried: 12:0:1
Steinhauer abstains.**

4. Marketing Discussions

a. Cal Poly Experience Innovation Lab

Stroud presented on Cal Poly's new Experience Innovation Lab.

Public Comment – None.

Committee Discussion – Steinhauer noted it would be useful if this program included a customer service component. Stroud said that a lot of this lab is about developing the “hard” ideas and then figuring out the “soft” ideas that follow.

Little noted she went to a similar presentation at Cuesta College, but that it was more focused on developing higher-level vocational programs, much like what Steinhauer is talking about. Stroud noted Cal Poly and Cuesta could likely integrate these programs somehow, if they're not already.

Burnham asked the Committee what next steps they would need from us to start moving forward with this new Cal Poly initiative, if any. Keller noted specific examples about how tourism would work together with this opportunity. Steinhauer asked who would be the person to engage with the Committee, who can sit down and talk about this face-to-face. Stroud commented we'd need to better understand what the ask is financially from Cal Poly and what potential layers of investment would look like. Little noted we'll want to figure out how we're positioning this to lodging investors. She said they would likely support it, but will want to know how this immediately affects their business today.

FY 2019/20 Marketing Committee Meeting Discussion Schedule

Burnham prompted the Committee to discuss potential discussion topics for future Marketing Committee meetings.

Public Comment – None.

Committee Discussion – Akers suggested monthly guest speakers to talk about emerging trends or provide updates, like Cal Poly. Banish suggested destination presentations should be reserved for the Retreat rather than having monthly presentations. Little noted whichever partner comes into share shouldn't bring a standard presentation but should come in and try to help solve a problem.

Burnham noted Visit SLO CAL could potentially switch from a one-day Marketing Committee Retreat in March to a two-day retreat.

Cano noted that there are four major discussion topic areas outlined so these should maybe be quarterly discussions. She suggested that Visit SLO CAL could set the stage and the Committee would conduct an initial discussion at the first monthly meeting. Then members would go back and digest the discussion outside the Committee to bring feedback and ideas to the second discussion. The last meeting of the quarter would combine all of that information and define next steps and action items on the issue. There was no challenges from the Committee on this idea.

b. Industry Communications & Marketing Engagement

Burnham prompted the Committee to discuss industry communications and engagement tactics.

Public Comment – Holly Leighton shared the South County Chambers’ industry communications strategy.

Committee Discussion – Committee members shared what industry-facing communications they currently produce.

5. Advertising & Marketing Update

Staff was unable to review the Ad & Marketing update.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:32 am.