



# AGENDA

## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting

Tuesday, August 13, 2019

8:30 am - 10:30 am

Courtyard by Marriot

1605 Calle Joaquin, San Luis Obispo, CA 93405

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

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – <i>motion required</i>	B. Burnham
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3. Approval of July 9, 2019 Marketing Committee Minutes  
*Staff will ask for Committee approval of the July 2019 Marketing Committee Meeting Minutes.*

BUSINESS ITEMS	B. Burnham
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4. Marketing Discussions (80 min)
  - a. Brand Presentation: Paso Robles Wine Country Association (20 min)  
*Paso Robles Wine Country Association will share their brand platform and plans with the Committee.*
  - b. PR Duplication Discussion: Phase 1 - Discovery (60 min)  
*The Committee will review and discuss duplicated efforts, challenges, opportunities and potential solutions for shared efficacy and efficiency in public relations programs, strategies and tactics.*
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, 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

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**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.