



## MINUTES

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### Visit SLO CAL Marketing Committee

#### Visit SLO CAL Marketing Committee Minutes

Tuesday, April 14, 2020

8:30 am – 10:30 am

Video Conference – URL: <https://zoom.us/j/412892721> Meeting ID: 412 892 721

Call-In Phone Number: (669) 900-6388

#### 1. CALL TO ORDER: Lisa Verbeck

**PRESENT:** Ashlee Akers, Jim Allen, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Janine Dion, Gordon Jackson, Lori Keller, Jennifer Little, Joel Peterson, Lindsey Roberts, John Sorgenfrei, Danna Stroud, Jill Tweedie

**ABSENT:** Audrey Arellano, Anne Steinhauer

**STAFF PRESENT:** Chuck Davison, Lisa Verbeck, Derek Kirk, Michael Wambolt, Kyla Boast, Ashley Mastako, Haley Cahill

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**Call to Order at 8:33 am.**

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

None.

#### ANNOUNCEMENTS

Verbeck updated the Committee on Visit SLO CAL programs, including an update to staff hours, removal of the Communications Coordinator and Film Commissions Liason positions and updates to PR contracts. Verbeck also asked Marketing Committee Members to sign the Marketing Committee Member Guidelines and return to Brendan Pringle by Friday, April 17, 2020.

#### CONSENT AGENDA

#### 3. Approval of March 5, 2020 Marketing Committee Retreat Meeting Minutes

Public Comment – None.

Committee Discussion – None.

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

**Motion carried: 16:0:0**  
**Arellano and Steinhauer absent at time of motion.**

#### 4. Marketing Discussions

##### a. Trade Update

Wambolt updated the Marketing Committee on the recent Visit SLO CAL efforts and updates surrounding COVID-19.

Public Comment – None.

Committee Discussion – None.

**b. COVID-19 Response Initiatives**

Kirk updated the Marketing Committee on Visit SLO CAL's response initiatives surrounding COVID-19.

Public Comment – None.

Committee Discussion – None.

**c. Marketing Update**

Verbeck noted that as a result of paused activity, metrics look different. However, Visit SLO CAL does not have liability to continue with those partners or complete planned media buys in the next fiscal year. Visit SLO CAL is evaluating what KPIs will be included for next fiscal year. Visit SLO CAL is continuing to refine metrics to report for SEO.

Public Comment – None.

Committee Discussion

**d. Media & Campaigns Task Force**

Verbeck asked the Marketing Committee to notify Haley Cahill if they are interested in collaboration on SEM. Verbeck also noted that Visit SLO CAL is refining the proposal for Google 2.0 and working on a phased approach.

Public Comment – None.

Committee Discussion – Cano noted they are transitioning media groups and would like to collaborate in SEM at a later date.

Cuming noted that Highway 1 Discovery Route would be interested in Google DMO 2.0, though they are not sure of the exact budget they will have. Little noted that Morro Bay would be interested in participating in Google DMO 2.0. Banish noted that Atascadero would be interested in participating in Google DMO 2.0. Cano noted that they will need to evaluate the budget and decide at a later time. Sorgenfrei noted it would be helpful to plan this later in the fiscal year to assess collections coming through. Cheryl noted there is a webinar with Santa Barbara and Miles on essentials for Google My Business during COVID-19 on Thursday, April 16 at 10AM.

Cuming noted that the idea of dynamic video could be considered with retargeting and bridged to connected TV. Verbeck noted the brief will be developed together with the DMOs to ensure the build and distribution plan is agreed upon. Sorgenfrei noted that the video co-op will likely need to occur in the winter, given the budget. Sorgenfrei also noted that it may be best to consider a younger audience as they may be the first to travel after COVID-19.

Cano noted that she would like the House of Brands to have a holistic, collaborative approach. Verbeck agreed and will consider this in the brief.

**e. PR Task Force**

Mastako updated the Marketing Committee on what was discussed during the PR Task Force call, as well as what will be shared in the next task force call. Verbeck also noted that Visit SLO CAL will share the Best Practices for Hosting Media in a follow-up email.

Public Comment – None.

Committee Discussion – None.

**f. FY 20-21 Planning Status**

Verbeck noted that Visit SLO CAL has reviewed what has come out of the Marketing Committee Retreat and updated the Marketing Committee on the current status of the Business & Marketing Plan and planning for fiscal year 20/21.

Public Comment – None.

Committee Discussion – Little noted that there is concern surrounding the reintroduction of events in SLO CAL. Davison noted that there is conversation happening at the state government level that will be relayed when we receive it. Kirk noted that a task force surrounding events will be implemented.

**ADJOURNMENT**

Meeting adjourned at 9:53 am.