



# MINUTES

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Minutes

Tuesday, May 12, 2020

8:30 am – 10:00 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, Stacie Jacob, Lori Keller, Jennifer Little, Joel Peterson, Lindsey Roberts, John Sorgenfrei, Anne Steinhauer, Jill Tweedie

**ABSENT:** Audrey Arellano

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

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**Call to Order at 8:34 am.**

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

Cuming requested there be discussion around lodging materials for reopening the county.

#### ANNOUNCEMENTS

Verbeck asked the Marketing Committee to submit their signed Marketing Committee Guidelines to Pringle. Verbeck noted that at-large (non DMO members) will draw for one, two and three year terms in June. Verbeck noted that Stroud and Dion have resigned from their positions, and are no longer on the Marketing Committee.

#### CONSENT AGENDA

#### 3. Approval of April 14, 2020 Marketing Committee Meeting Minutes

Public Comment – None.

Committee Discussion – None.

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

**Motion carried: 14:0:2  
Steinhauer & Jacob abstained.**

#### 4. Marketing Discussions

##### a. Trade Update

Boast updated the Marketing Committee on recent Visit SLO CAL travel trade efforts and noted that Visit SLO CAL hosted a Virtual Cheers meeting with 11 meeting planners present on May 7, 2020.

Public Comment – None.

Committee Discussion – None.

#### **b. Marketing Update**

Verbeck noted that Visit SLO CAL continues to see strong engagement in owned media channels. Verbeck updated the Committee on SEO metrics. Mastako updated the Committee on the Virtual Cheers event with journalists and a recap of our Public Relations initiatives.

Public Comment – None.

Committee Discussion – None.

#### **c. Media & Campaigns Task Force**

Verbeck noted Visit SLO CAL is looking at pursuing the Google My Business Co-op for a second year. Verbeck provided an overview of the program and the pricing model.

Public Comment – None.

Committee Discussion – None.

#### **d. Arrivalist Update**

Davison shared insights from the Arrivalist reports from the Tourism Economics dashboard.

Public Comment – None.

Committee Discussion – Little asked Davison whether the overall Paso Robles numbers include the 46 East and West and whether San Luis Obispo includes Edna Valley. Davison informed the committee that this is broken out by visitor arrivals by POI. Peterson asked whether updates to the flight markets are effective immediately. Davison noted that United Airlines has pulled service from LAX to SBP and updated the committee on what flights San Luis Obispo County Regional Airport is currently running.

#### **e. Recovery Plan Update**

Verbeck updated the Marketing Committee on Visit California's current research on travel trends and their initiatives in response to COVID-19. Verbeck then informed the Marketing Committee on Visit SLO CAL's marketing, communications and media objectives and phases of recovery in alignment with Visit California. Kirk asked for clarification on whether Visit California is able to use their budget for in-state advertising. Davison noted that Visit California's board has approved an in-state advertising campaign.

Public Comment – None.

Committee Discussion – Jacob asked whether Visit SLO CAL anticipates a shift to regional and local marketing as Visit California shifts to in-state. Verbeck noted that many of the California DMOs she's been in contact with are switching to

target the drive market. Little noted travelers may be considering a shift from OTAs to direct booking to feel more in-control of their travel. Jacob proposed the idea of lodging roundtables as SLO CAL looks toward reopening. Kirk noted that Visit SLO CAL is actively working to understand a schedule for reopening and working to implement a roundtable concept. Jacob noted that Travel Paso is working with their community partners to help encourage locals to experience retail, restaurant and wineries to better prepare them for visitors. Cano noted that San Luis Obispo is looking to narrow streets to widen temporary sidewalks and working with restaurant and retail partners to prepare for reopening.

## **ADJOURNMENT**

Meeting adjourned at 10:00 am.