



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, June 9, 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

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

L. Verbeck

3. CMO Update (5 min)

4. Marketing Committee Member Update (10 min)

CONSENT AGENDA – *motion required*

L. Verbeck

5. Approval of May 12, 2020 Minutes

Staff will ask for Committee approval of the April 2020 Meeting Minutes.

BUSINESS ITEMS

L. Verbeck

6. Trade & Marketing Update (10 min)

Staff will review highlights from May reporting, discuss current activities.

7. FY 2019/20 Marketing Plan Review for Approval (60 minutes) - *motion required*

Staff will review the FY 2019/20 Marketing Plan and the Committee will vote on a recommendation to the Board of Directors.

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

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

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.