



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Minutes

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: Lisa Verbeck

PRESENT: Ashlee Akers, Audrey Arellano, Jim Allen, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Gordon Jackson, Stacie Jacob, Lori Keller, Jennifer Little, Joel Peterson, Lindsey Roberts, John Sorgenfrei, Anne Steinhauer, Jill Tweedie

ABSENT:

STAFF PRESENT: Chuck Davison, Lisa Verbeck, Derek Kirk, Kyla Boast, Taylor Grantham, Haley Cahill

Call to Order at 8:31 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Verbeck welcomed Grantham as Visit SLO CAL's new PR & Communications Manager. The following lots were drawn for the 9 open non-DMO seats. Arellano, 3 years; Akers, 3 years; Allen, 2 years; Keller, 1 year; Peterson, 3 years; Hartig, 1 year; Sorgenfrei, 2 years; Steinhauer, 1 year; Tweedie, 2 years

CONSENT AGENDA

3. Approval of May 12, 2020 Marketing Committee Meeting Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Tweedie/Jackson to approve the Consent Agenda as presented.

**Motion carried: 15:0:1
Steinhauer abstained.**

TRADE & MARKETING UPDATE

4. Marketing Discussions

a. Travel Trade Update

Boast updated the Marketing Committee on recent Visit SLO CAL Travel Trade initiatives and noted that Visit SLO CAL hosted a Virtual Cheers meeting with 7 meeting planners present on May 7, 2020. The Advanced Facilities Module is now live on SLOCAL.com.

Public Comment – None.

Committee Discussion – None.

b. Public Relations

Grantham informed the Marketing Committee of the May 2020 Public Relations results and updated the Committee on the PR Task Force call.

Public Comment – None.

Committee Discussion – None.

c. Marketing Update

Verbeck noted that Visit SLO CAL continues to see strong engagement in owned media channels. Verbeck updated the Committee on SEO metrics.

Public Comment – None.

Committee Discussion – Cuming inquired on the cost for the Google DMO 2.0 Co-op. Verbeck informed Cuming that Visit SLO CAL will cover the first half of the Fiscal Year, followed by a contribution per DMO to continue the program through the second half of the Fiscal Year.

d. FY 2020/21 Marketing Plan Review for Approval

Verbeck reviewed Visit SLO CAL's FY 2020/21 Business & Marketing Plan.

Public Comment – None.

Committee Discussion – Jackson inquired on whether Visit SLO CAL will participate in GoWest Summit. Boast confirmed that Visit SLO CAL will be attending virtually. Keller asked if Visit SLO CAL is considering incorporating imagery with blue and green tones rather than red and orange tones displayed in the example imagery. Verbeck noted that Visit SLO CAL will be curating imagery through CrowdRiff and will certainly incorporate an array of visuals. Kirk updated the Marketing Committee on the current state of the county opening. Cano asked Visit SLO CAL how the media budget is allocated with Visit California co-op's. Verbeck noted that there are opportunities for the county to be incorporated in one or two Visit California channels to get in front of their audiences.

Audrey Arellano moved Cano seconded

Approval of Visit SLO CAL's FY 2020/21 Business & Marketing Plan

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 16:0:0

ADJOURNMENT

Meeting adjourned at 10:00 am.

DRAFT