



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Minutes

Tuesday, July 14, 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, Cheryl Cuming, Stacie Jacob, Gordon Jackson, Lori Keller, Megan Leininger, Lindsey Roberts, John Sorgenfrei, Jill Tweedie

ABSENT: Audrey Arellano, Jocelyn Brennan, Molly Cano, Joel Peterson, Jill Tweedie

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.

3. Staffing Update

Verbeck informed the Marketing Committee on the open Digital Marketing Specialist role.

Public Comment – None.

Committee Discussion – None.

CONSENT AGENDA

4. Approval of June 9, 2020 Marketing Committee Meeting Minutes

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 11:0:0
Steinhauer abstained.

BUSINESS ITEMS

5. June Trade & Marketing Update

a. Travel Trade Update

Boast updated the Marketing Committee on recent Visit SLO CAL Travel Trade initiatives.

Public Comment – None.

Committee Discussion – None.

b. Marketing Update

Verbeck summarized Visit SLO CAL's paid media performance for FY 19/20. Nissen, Director of Digital Strategy at Simpleview, shared Visit SLO CAL's website KPIs for FY 20/21.

Public Comment – None.

Committee Discussion – Cuming asked if connected TV is in the FY 20/21 Media Plan and if there is a co-op planned for connected TV. Verbeck took note of the idea and will follow-up after speaking with Miles. Jacob inquired about the drive markets Visit SLO CAL is targeting. Verbeck noted that Visit SLO CAL is not spending in some markets that destination partners are targeting. Keller inquired whether Visit SLO CAL is going to be using Sojern currently or if Visit SLO CAL is waiting until markets open up for more flights and rental companies. Verbeck noted that they will be using Sojern's drive data as they target high-value travelers.

c. Public Relations

Grantham informed the Marketing Committee on recent Visit SLO CAL Public Relations Initiatives.

Public Comment – None.

Committee Discussion – None.

6. FY 2020/21 Marketing Updates

Verbeck reviewed Visit SLO CAL's current Marketing Plan and strategy for launching paid media. Grantham also shared Visit SLO CAL's Content Calendar, pitching ideas and quarter one Public Relations activities.

Public Comment – None.

Committee Discussion – Cheryl asked if Visit SLO CAL needs assistance in updating the community pages and listings. Kirk informed the Marketing Committee of Visit SLO CAL's efforts to update lodging listings and community pages and asked Destination Partners to share any photos or content updates with the Visit SLO CAL Team.

7. Creative Agency Discussion

Verbeck informed the Marketing Committee of recent updates with the creative agency, Sunshine & Bourbon.

Public Comment – None.

Committee Discussion – Sorgenfrei inquired on whether oral presentations would be presented to the Marketing Committee. Verbeck informed the Marketing Committee that they will have an opportunity to hear oral presentations from the finalists.

ADJOURNMENT

Meeting adjourned at 9:28 am.

DRAFT