



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Agenda

Tuesday, February 14, 2017

8:30am

Courtyard by Marriott, San Luis Obispo
1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – <i>motion required</i>	C. Davison
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3. Approval of January 10, 2017 Marketing Committee Meeting Minutes
Staff will ask for Committee approval of the January 2017 Marketing Committee Meeting Minutes.

CEO REPORT	C. Davison
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4. CEO Report (15 min)
Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	B. Burnham
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5. Update on Board Action (5 min)
Staff will provide an update on action taken at the January Board of Directors meeting.
6. Sales Update (10 min)
Staff will provide an update on the Mexico sales mission, upcoming trade shows and IPW co-op opportunities.
7. Advertising Update (15 min)
Staff will provide an update on SLO CAL advertising, the brand campaign, initial insights and media co-ops.
8. Seattle Flight Promotion Update (10 min)
Staff will review promotional efforts in the Seattle market, including SAVOR on the Road, public relations and inaugural flight celebrations.
9. FY17/18 Strategic Marketing Planning (10 min)
Staff will review next steps in the planning process for FY17/18 marketing.
10. Marketing Update (10 min)
Staff will provide an overview of current and upcoming initiatives, including social media, website development and PR efforts.
11. Marketing Discussion (40 min)
The committee will discuss current and potential marketing initiatives, including Wines Fly Free program, the new SLOCAL.com website and countywide PR collaboration.

ADJOURN.

Brown Act Notice: Each speaker is limited to two 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 San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Meeting Minutes

Tuesday, January 10, 2017

8:30am

Courtyard by Marriott, San Luis Obispo
1605 Calle Joaquin, San Luis Obispo, CA 93405

1. **CALL TO ORDER:** Chuck Davison

PRESENT: Ashlee Akers, Jim Allen, Terrie Banish, Cheryl Cuming, Amanda Diefenderfer, Christen Goldie, Gordon Jackson, Lori Keller, Jennifer Little, Heather Muran, Jennifer Porter, John Sorgenfrei

ABSENT: Molly Cano

STAFF PRESENT: Chuck Davison, Brooke Burnham, Brendan Pringle, Jordan Carson

Call to Order at 8:33 am.

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

None.

ANNOUNCEMENTS

Davison introduced VSLOC's new VP of Marketing, Brooke Burnham. Porter announced that BlendFest on the Coast is January 13-15, 2017. Banish announced that the Tamale Festival is January 21, 2017. Cuming announced that Coastal Discovery and Stewardship Celebration is from January 13-February 28, 2017. Little announced that the Winter Bird Festival is January 13-16, 2017.

CONSENT AGENDA

3. **Approval of November 8, 2016 Marketing Committee Meeting Minutes**

Committee Discussion – None.

Public Comment – None.

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

**Motion carried: 12:0:1
Diefenderfer abstained.**

CEO REPORT

4. CEO Report

Davison gave a brief overview of the County's TOT numbers.

The Committee viewed the new Visit California television ad, which features sandboarders on the Oceano Dunes.

Davison provided an update on air service development. VSLOC met with United Airlines officials in Chicago on December 2, and United is currently running financial models to determine next steps on a Denver flight. The SLO airport is in the process of doing an economic impact study on the Denver and Dallas flights. Also, VSLOC is currently working with BCF, the airport, Sixel and Alaska Airlines on celebrations in both Seattle and SLO for the inaugural Seattle flight.

Davison noted that CalTravel asked him to chair the Proposition 64 Task Force to collect and develop the information necessary for communities and stakeholders to function in an approved Proposition 64 California.

VSLOC has signed an agreement with Simpleview for the design and development of the website, and the programming of the CRM and CMS. This will be a six to eight month process, with the website launch date estimated at mid-summer.

Davison provided an overview of his upcoming travel.

Committee Discussion.

Public Comment – None.

BUSINESS ITEMS

5. Update on Board Action

The Board approved the following at its November meeting: VSLOC's Operational Plan priorities as presented; finalizing contract negotiations with B&D for a conference center feasibility study; SLO CAL as the new brand to replace VSLOC; allocating an extra \$100k from VSLOC's contingency budget for the Seattle market launch; and allocating up to \$20k to allow legal to secure the SLO CAL URL, merchandising trademark and merchandise.

Committee Discussion – None.

Public Comment – None.

6. Advisory Committee Meeting Recap

Davison thanked the Marketing Committee members who attended the Advisory Committee meeting on December 8, 2016, and recapped the key takeaways from the meeting. Davison also asked the Committee for feedback.

Committee Discussion. Jackson noted that the information was well presented and that the city managers were all very engaged at the meeting.

Public Comment – None.

7. SAVOR on the Road Update

The San Diego Bay Wine and Food Festival was a huge success. The Committee viewed photos of the booth, and Davison noted that the experience component of the booth set it apart from the other wine vendors.

The Seattle Wine and Food Experience is February 26, 2017. BCF is redesigning the booth to accommodate this indoor space. VSLOC has 11 confirmed winery, brewery and experience partners. Davison discussed some of the activation components of its contract for the event, including a sweepstakes promotion.

Committee Discussion. Diefenderfer suggested adding a bread company to the booth (to pair with the olive oil tasting). Sorgenfrei asked if airfare was included as part of the sweepstakes. Davison responded that Alaska Airlines is providing the airfare. Sorgenfrei also commented that he liked how the branding for SAVOR incorporated the old SAVOR logo and the new SLO CAL logo

Public Comment – None.

8. Conference Center Feasibility Study

Davison provided an update on the progress of the conference center feasibility study, including next steps. B&D will be interviewing meeting planners and meeting with city officials from viable communities. He also discussed B&D's ranking matrix for viable communities.

Committee Discussion. Porter asked if proximity to the airport was one of the major considerations. Davison noted that proximity to lodging is likely more important, and that B&D would first try to understand where it would make the most sense to have the center. Sorgenfrei asked how the conference center would be funded, and noted that having a hotel connected to it would be one funding model. Davison responded that B&D would provide guidelines on multiple funding models including how communities could raise funds. Little asked about which meeting planners were interviewed. Davison responded that they would be using VSLOC's database of meeting planners. Cuming thanked Davison for taking on this initiative.

Public Comment – None.

9. Marketing Agency Update

a. Brand Roll-Out

Burnham provided an update that from December 7-12, 2016, BCF captured photos and videos from 15 scenes and 11 locations as part of a major production shoot. The SLO CAL brand will be rolled out on January 23, 2017 with the launch of the shoulder season campaign. In the week prior to the launch, VSLOC will circulate a pdf to stakeholders about the brand change, identifying the brand platform and outlining brand guidelines. The brand style guide is being finalized and will be distributed to the committee once it is approved. Burnham discussed the Brand Lift Study, which will track brand awareness and lift of Visit SLO CAL advertising among target audiences over three phases including a benchmark study prior to the launch of the campaign, a mid-campaign review and final study following the completion of the media run.

Committee Discussion. Sorgenfrei asked how "Life's too beautiful to rush" would be used. Burnham responded that it would be a tagline.

b. Co-Op Media Update

Burnham provided an update on current media co-ops, and provided the agency's recommendations for spending the remaining co-op funds. Burnham asked the Committee if VSLOC should redirect the remaining funds toward branding or if the communities have funds available for other co-ops.

Committee Discussion. Cuming commented that the CBID would be interested in a co-op that involves travel television journalists. Akers noted that Atascadero would be interested in another Matador Network video opportunity. Sorgenfrei noted that a co-op in Alaska Airlines' in-flight magazine would be a great way to advance the new branding in one of VSLOC's target markets. Diefenderfer recommended doing something more long-term that extends over the first six months of the Seattle flight launch. Jackson and Cuming noted that a print co-op like that would be more about

awareness than heads in beds, which is just as important. Davison asked if the Committee would be interested in participating in a future co-op for asset production, and the Committee expressed interest.

c. Landing Page Update

Burnham guided the Committee through a demo of the landing page.

Committee Discussion. Muran asked if there was a way to pinpoint where in California the county is located on the map. Little asked if communities were able to review copy. Burnham noted that landing page copy was based on the copy provided for the Visitor Magazine. Davison also noted the landing page has to reflect the voice of the county to sound unified.

d. Shoulder Season Campaign

Burnham provided an update on the media schedule, noting that SEM and social media were rescheduled to start on January 23, 2017 with the rest of the media launch. Davison noted that the media schedule is in the Marketing Plan.

Committee Discussion. Cuming suggested that, in future meetings, she would like to delve more into discussion among the committee to figure out common challenges and brainstorm as a county.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 10:17am.

REMINDERS

The Beginning of Year Bash is on January 18, 2017, from 5pm-7pm.