



# AGENDA

---

## Visit San Luis Obispo County Marketing Committee

### Visit San Luis Obispo County Marketing Committee Agenda

Tuesday, July 12, 2016

8:30am

Sands Inn & Suites

1930 Monterey St, San Luis Obispo, CA 93401

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

<b>ANNOUNCEMENTS</b>	<b>C. Davison</b>
----------------------	-------------------

<b>CONSENT AGENDA – <i>motion required</i></b>	<b>C. Davison</b>
--	-------------------

3. **Approval of June 14, 2016 Marketing Committee Meeting Minutes**

*Staff will ask for Committee approval of the June 2016 Marketing Committee Meeting Minutes.*

<b>CEO REPORT</b>	<b>C. Davison</b>
-------------------	-------------------

4. **CEO Report (10 min)**

*Staff will provide an update on current projects, reporting and areas of focus for the months ahead.*

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
-----------------------	-------------------

5. **Update on Board Action (10 min)**

*Staff will provide an update on action taken at the June Board of Directors meeting.*

6. **Alaska Airlines Update (10 min)**

*Staff will provide an update on Alaska Airlines' decision to add air service between San Luis Obispo and Seattle.*

7. **Strategic Plan Update (15 min)**

*Staff will provide an update on the recently-approved Strategic Plan and next steps for the development of the Strategic Plan's Operational Plan with Coraggio Group.*

8. **Sponsorship (25 min)**

*The Committee will continue its discussion of event sponsorships in SLOC for FY2016-17, and opportunities for SAVOR on the Road.*

9. **Travel Trade Update (10 min)**

*Staff will provide a recap of US Travel's 2016 IPW and discuss opportunities for 2017.*

10. **Marketing Agency Update (10 min)**

*Staff will provide an update on BCF's contract and next steps in their immersion process.*

**PRESENTATION**

**J. Stein**

**11. BCF Agency (20 min)**

*VSLOC's Marketing Agency-of-Record will provide an update on current and future projects.*

**PRESENTATION**

**T. Banish**

**12. DMO Spotlight – City of Atascadero (10 min)**

*The featured destination will provide an update on their market and happenings in their community.*

**ADJOURN.**

**– Next Marketing Committee Meeting –  
Tuesday, September 13, 2016  
Location: Sands Inn & Suites**

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, June 14, 2016

8:30am

Embassy Suites

333 Madonna Road, San Luis Obispo, CA 93405

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

**PRESENT:** Ashlee Akers, Terrie Banish, Molly Cano, Cheryl Cuming, Amanda Diefenderfer, Christen Goldie, Brent Haugen, Gordon Jackson, Lori Keller, Heather Muran, Jennifer Porter, John Sorgenfrei

**ABSENT:** Jim Allen

**STAFF PRESENT:** Chuck Davison, Michael Wambolt, Jordan Carson

---

**Call to Order at 8:31am.**

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

None.

#### **ANNOUNCEMENTS**

Haugen introduced the new Tourism Manager for the City of Morro Bay, Jennifer Little. Haugen also reminded the Committee to be cautious when promoting giveaways or promotional months. He noted that anyone hosting specials or promotions should add a disclaimer to everything to ensure there are no legal issues, especially regarding discrimination.

Cano introduced the new Tourism Intern for the City of San Luis Obispo, Katie Conroy.

Davison offered Brendan Pringle, VSLOC Office Manager, congratulations for his recent nuptials and let the Committee know he will be on his honeymoon for two weeks.

#### **CONSENT AGENDA**

#### 3. **Approval of May 10, 2016 Marketing Committee Meeting Minutes**

Committee Discussion.

Public Comment – None.

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

**Motion carried: 11:0:1**  
**Keller abstained.**

#### 4. **CEO Report**

Davison announced the resignation of Judith Bean from the VSLOC Marketing Committee. There will likely be no representation from Arroyo Grande/Grover Beach in the coming months on the Committee.

Davison announced the resignation of Becky Singh, VSLOC Marketing Director, and noted that VSLOC is working with a national executive search firm to fill the position. The Director of Marketing position has been elevated to a VP of Marketing position.

Davison noted that Kylee Jepsen, Senior Communications Coordinator & Film Commission Liason, has given three months notice. VSLOC will push the job description out to the Marketing Committee under the new title, Communications Manager.

Davison provided an update on the recently presented Merrill Research Study stating that during the first week of July, VSLOC will likely be releasing a multi-sheet document highlighting various aspects of the study deemed important by VSLOC staff. Along with the VSLOC's research study, the research studies done for local DMO partners in the county will all be made available to BCF.

Davison reported out on his recent Visit California China CEO Mission. During the CAISSA Touristic Beijing Office site visit, in which Visit California was doing an office takeover, Davison mentioned that there was no SLO County representation on the wall clings adorning the office walls. This theme was prevalent throughout other events and visits during the trip. Davison made note that VSLOC should produce a more traditional tri-fold SLO County brochure to be issued to these travel agencies. During the media interviews, Davison observed a clear lack of understanding of what lies between San Francisco and Los Angeles as tour operators look for unique experiences in California. Davison noted that the banners hung at the consumer activation event with Willie Cauley-Stein didn't have any SLO County representation, reminiscent of the VCA office takeover. During the visit to VinExpo, Davison found that there was limited representation from SLO County. Davison added that one of the key takeaways was ensuring photos of blue skies make it into all future China advertising, as well as including "California" in SLOC logos for international messaging.

Committee Discussion – Porter noted that the Paso Wine jobs page is one of the most trafficked area of the website and they can post the VP of Marketing job there as well. Sorgenfrei asked if VCA had a solution for the lack of SLO County representation and Davison proposed we give them 4-5 iconic SLO County photos for future use. Porter noted that while J.Lohr has representation in VinExpo, other producers in the area would likely not participate because they are small production wineries and don't have the distribution in place. More feasible options where SLO County could possibly have representation would be Canada, U.K. and Germany. Sorgenfrei questioned how we make people aware that we have a wine region once in China if the wine alliances and most producers won't be in attendance.

## **BUSINESS ITEMS**

### **5. Marketing Agency Update**

Davison updated the Marketing Committee on BCF's current immersion schedule. BCF has already been in market two times, each spanning a week. Their goal is to stay in a different destination each time they visit and perform intercepts, stakeholder interviews and conduct meetings with VSLOC staff while also gaining a better understanding of each community's offerings.

Committee Discussion – Cuming expressed concern that the agency is not getting enough exposure in the 10 unincorporated areas. Davison noted that they have stayed in the unincorporated areas and they will have additional visits after their initial two month immersion plan, but that they are immersing themselves in 16+ communities in 6-8 visits, and that during that time, they have to visit each DMO's region. Haugen and Diefenderfer were unaware that BCF were holding stakeholder interviews. Each would like to offer additional experiences, but were unaware BCF was in or going to be in their respective communities. Sorgenfrei thought it was great that BCF was taking the time to come to SLO County and immerse themselves and asked if they needed to be shown around while they were in market. Davison

assured the Committee that BCF was going about this from the tourist perspective and did not need to be given a tour. BCF will be in attendance at the July Marketing Committee meeting to give a high level informative presentation about what they've learned from their intercepts thus far.

Public Comment – None.

## **6. Strategic Plan Update**

Davison presented the three-year Strategic Plan developed in partnership with Coraggio Group. Coraggio and VSLOC conducted six, in-depth planning meetings over six weeks to form this three-year strategic plan. Next steps, after approval by the Board, are developing an Operational Implementation Plan with a three-bucket component: items that we start today, items already in the works such as the Marketing Plan and countywide conference feasibility study, and long term items that we begin in small steps today.

Committee Discussion - Sorgenfrei asked if the agency will be handling the implantation of Brand Clarity. Davison assured the Committee that they are and noted that BCF attended meetings with Coraggio. Cuming asked if the Countywide Icon would be revisited. Davison noted that it most likely won't be revisited right now and it hasn't been used as robustly as everyone had hoped, but that perhaps it would be in the future. Davison also noted that the VSLOC brand will be changing and likely not be inclusive of the words "Visit" and "County" which may make it easier for a local community to include the new Visit SLO County brand. Sorgenfrei agreed that the brand should be the first priority.

Public Comment – None.

## **7. Sponsorship**

Davison opened the floor for discussion about current duplication of sponsorship efforts between communities, application process and criteria, and recommendations on ways to improve it for FY2016-17.

Committee Discussion – Diefenderfer recommended that VSLOC move forward with a bi-annual sponsorship application process. Diefenderfer noted that Travel Paso has a subcommittee that goes through the process, makes recommendations and sends those to their Board. Sorgenfrei noted that it is better to see one large sponsor for an event rather than many smaller. Having many small sponsors created issues with advertising and ensuring everyone has exposure. Sorgenfrei said it would be better to choose one or two larger opportunities, like the American Airlines Co-Op.

Keller suggested VSLOC set aside money to promote specific events and fund marketing about the events themselves instead of individually. Porter noted that one event per year will save a lot of time.

Cano provided insight into the City of SLO's process, noting it can be difficult with individual communities because if you say no, then it seems as though the City isn't supportive. Cano wanted to make note of what events individual communities are attending to ensure there isn't duplication and competition. SLO pulled out of the San Diego Bay Wine and Food Festival after hearing VSLOC and the SAVOR Brand were attending. Davison noted that the VSLOC San Diego Bay Wine and Food discussion began in July 2015 after Fast Forward was contracted to run SAVOR and that he attended last year's San Diego event to determine build-out and opportunities at the event. Porter noted that PasoWine would like to go on the road with SAVOR or convince a winery partner to participate in the booth.

Haugen noted that Morro Bay is also on one sponsorship cycle. If there is any money left over, then they open the process back up. This year, Morro Bay attached dollar amounts to event criteria.

Both Morro Bay and Atascadero have developed new sponsorship applications and will send to VSLOC staff. Davison noted that VSLOC gathered all the individual communities' applications for input before ultimately creating their own similar application and that VSLOC will need to develop more specific requirements if it continues to fund local events. Davison suggested that it might be more valuable for VSLOC to spend the sponsorship dollars by taking SAVOR on the Road to reach a 100% tourist audience.

Davison noted that local events in question need to span two communities, otherwise it should be up to the individual community to sponsor since it is not a county event. It was decided that this topic would be discussed again at the next meeting to obtain additional feedback.

Public Comment – None.

## **8. AMGEN Tour of California Recap**

The Stage 4 start of AMGEN Tour of California happened in Morro Bay on May 18. Davison requested feedback from the Committee.

Committee Discussion – Haugen noted that the logistics team was outstanding and the marketing team brought things together as the event grew closer. Morro Bay experienced problems on the PR Side and with AEG for accommodations. Haugen noted that 83 rooms were booked from spectators. Part of the rooms that Morro Bay helped sponsor went unused and they never received a rooming list.

Cuming asked if VSLOC will pursue a relationship for the 2017 race. Davison noted that VSLOC is waiting on key analytics from AEG as far as perceived versus actual coverage. For a future race, VSLOC is pushing for a start and finish in the County. Cuming asked if there was a process for an unincorporated community to submit to be a start or finish in upcoming races. Davison noted that AEG makes that decision based on logistics, but asked that if a community is interested, please let VSLOC know.

Haugen suggested that a booklet should be made for future partners that explains what it means to participate as a start or finish. It would be useful to come together as previous host cities to create a document that would make it easier for communities to decide. Davison asked the communities for their notes regarding this.

Public Comment – None.

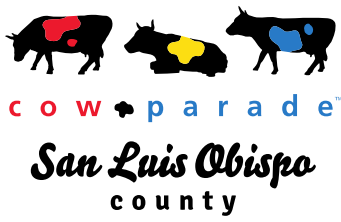
## **PRESENTATION**

### **9. DMO Spotlight – City of Atascadero**

This presentation was tabled until the July Marketing Committee Meeting.

## **ADJOURNMENT**

Meeting adjourned at 10:36am.



## 20 Tips to Milk Your Marketing

- 🐄 Before the launch, snap plenty of progress pics and videos to post to social media.
- 🐄 Include teaser photos on your social media accounts that only show a small portion of the cow. Wait until the event gets closer for the big reveal!
- 🐄 Link social media posts and your website to your cow profile on CowParadeSLO.com, which includes details like your company/organization name, cow name and location, and artist information.
- 🐄 Host a launch party! Get together clients, friends and family to christen your Cow once it's installed.
- 🐄 Create a "Selfie Spot" by framing up the perfect shot to take a selfie with your cow. Don't forget to mark the spot for your visitors!
- 🐄 Have a Milk It campaign – people taking silly selfies milking the cow. (Be sure to have buckets on hand!)
- 🐄 Start an employee and/or customer photo challenge – who can take the most creative photo with the company Cow? Give away a prize!
- 🐄 Have the cow photographed with any specials (i.e., fish of the day at a restaurant, wine of the day at winery, etc.) and post those to your website and social media.
- 🐄 Take photos of well-known people with the cow. Post and encourage them to share.
- 🐄 Create a hashtag label for your cow.
- 🐄 Send an e-blast to your clients, customers, members, etc. announcing your involvement in CowParade and provide details about the charity your cow benefits.



- 🐄 Always link digital content back to CowParadeSLO.com. This gives visitors more info about your cow and other cows, as well as title charities and CowParade event information. A rising tide lifts all cows!
- 🐄 Include a profile of the artist on your site (and theirs).
- 🐄 Make up a Q&A with the artist to post to your website, their website, and social media.
- 🐄 Don't forget the holidays! CowParade SLO County will be on display during Halloween, Thanksgiving, Christmas, New Year's, Valentine's Day, and Easter. Dress up your cow!
- 🐄 Be sure businesses near you know about your cow and its location – a simple flyer, email or phone call will do the trick. Neighbors make great promoters!
- 🐄 Make a short video with the artist to post. (Maybe have a television that plays the video on a loop at the business.)
- 🐄 Make T-shirts with your cow and your company name. Also, posters, stickers, postcards.
- 🐄 Have a guest book for comments, then post comments online.
- 🐄 Have a photo gallery of the cow in progress displayed at your business.

And finally, don't forget to share your promotions with CowParade SLO County! We'd love to post your content to our own website and social media channels. Email content to Courtney Meznarich at [cmeznarich@barnettcox.com](mailto:cmeznarich@barnettcox.com).



## Executive Overview

**SEO Overview**

**SEO Activities completed last month:**

- \* 71 crawl errors reviewed, no errors needed corrections.
- \* Bot added to spam filtering view in Google Analytics.
- \* Quarterly duplicate content scan completed on 237 pages; no action needed.
- \* Quarterly Google Search Console review completed; no action needed.
- \* Quarterly spell check scan completed and 25 errors corrected.

**Organic Traffic Overview:**

Organic traffic increased by 32% over last year. Some of the pages with the best year-over-year growth were the Lake Lopez Recreation Area listing by 63,900%, the Morro Bay community page by 1,212%, the Our Area page by 9%, the Avila Beach Farmers Market listing by 57,600% and the Cambria community page by 129%. Last month, organic traffic from Google grew 36% while Yahoo grew by 1% and Bing grew by 1%.

**Other Notes:**

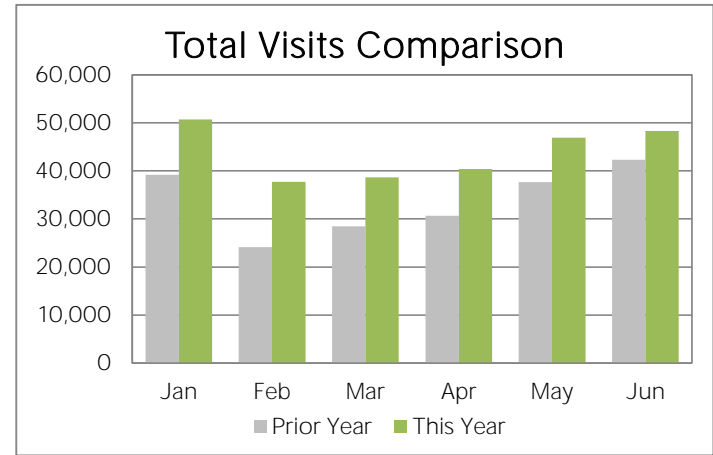
- \* Total visits increased by 14%, unique visitors increased by 15% and pageviews increased by 10%.
- \* The blog home page received 117 pageviews last month.
- \* The entire blog received 10,978 pageviews last month.

## Industry Averages

Engagement Metrics	Industry Average	Your Website		% Difference
Total Pages Per Visit:	2.47	2.94	●	15.85%
Total Average Visit Duration:	0:02:11	0:02:15	●	2.66%
Total Bounce Rate:	56.06%	47.07%	●	-19.11%
Organic Pages Per Visit:	2.57	3.02	●	14.79%
Organic Average Visit Duration:	0:02:07	0:02:17	●	6.99%
Organic Bounce Rate:	48.23%	44.86%	●	-7.51%

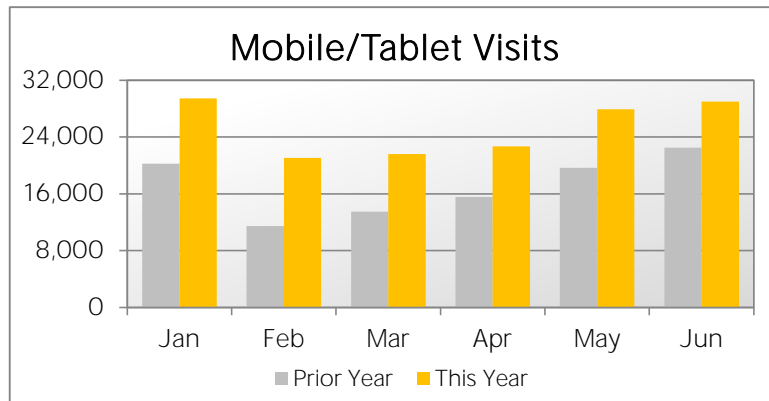
### Total Traffic Overview:

	Jan	Feb	Mar	Apr	May	Jun
Visits:	50,686	37,694	38,636	40,417	46,916	48,327
Unique Visitors:	38,376	31,853	32,504	34,203	39,349	40,379
Bounce Rate:	51%	51%	50%	51%	48%	47%
Pageviews:	156,974	107,927	108,338	110,213	132,744	141,856
Avg Pageviews Per Visit:	3.10	2.86	2.80	2.73	2.83	2.94
Avg Time on Site:	0:02:38	0:02:07	0:02:04	0:02:01	0:02:07	0:02:15
Total Organic Search Traffic:	29,823	24,262	28,907	29,043	36,032	37,646
% of Traffic Organic Search:	59%	64%	75%	72%	77%	78%
Entry Pages From Search:	1,918	1,934	1,943	1,882	1,966	1,904
VisitSLOCounty Visits:	13,938	18,182	14,643	16,518	6,854	555
VisitSLOCounty Bounce Rate:	86%	75%	73%	68%	80%	55%

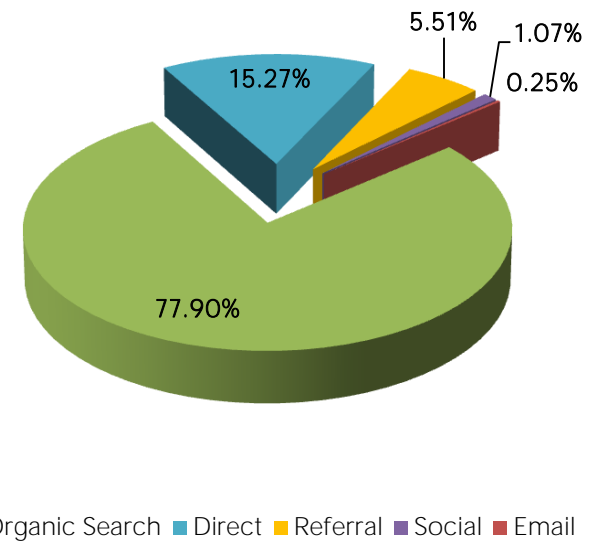


### Mobile/Tablet SnapShot:

	Jan	Feb	Mar	Apr	May	Jun
Visits:	29,441	21,035	21,612	22,655	27,916	28,965
% of visits	58%	56%	56%	56%	60%	60%
Bounce Rate:	57%	57%	54%	53%	51%	51%
Pageviews:	74,611	51,046	53,305	55,662	70,124	74,402
Avg Time on Site:	0:02:08	0:01:44	0:01:45	0:01:46	0:01:49	0:01:49



### Traffic Sources



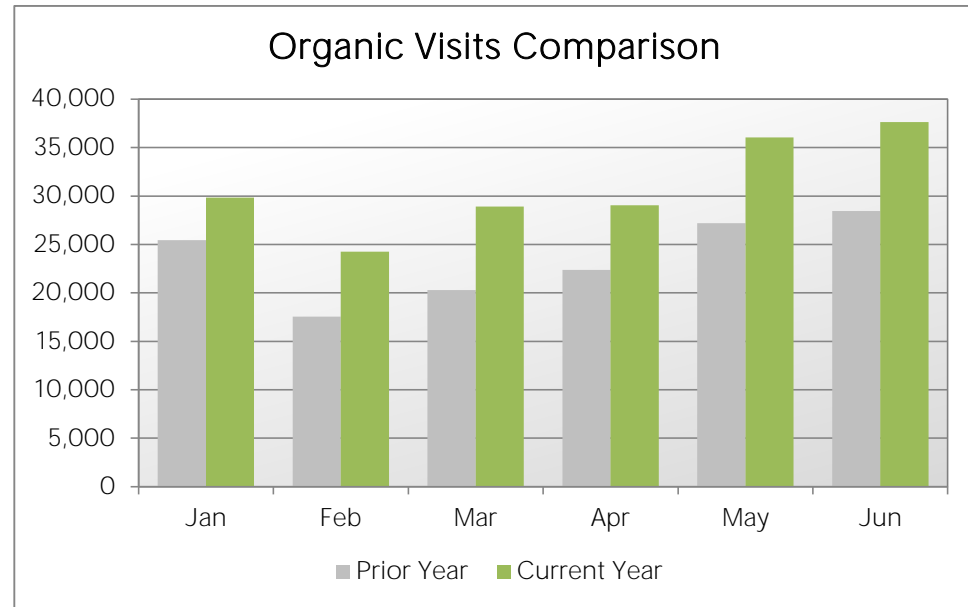
## Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	37,646	77.90%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.02	2.75%
Avg. Time on Site	0:02:17	1.46%
New Visits	76.75%	0.17%
Bounce Rate	44.86%	-4.68%

Search Engine	Visits	Percent
google	34,937	92.80%
yahoo	1,598	4.24%
bing	1,007	2.67%
aol	59	0.16%
ask	22	0.06%
images.google	11	0.03%

Exact Keyword	Visits	Percent
(not provided)	36,093	95.87%
san luis obispo	122	0.32%
share buttons sharebutton.org	29	0.08%
morro bay	22	0.06%
lopez lake	16	0.04%
san luis obispo county	16	0.04%
cambria ca	15	0.04%
san luis obispo events	15	0.04%
lake lopez	13	0.03%
avila beach	12	0.03%



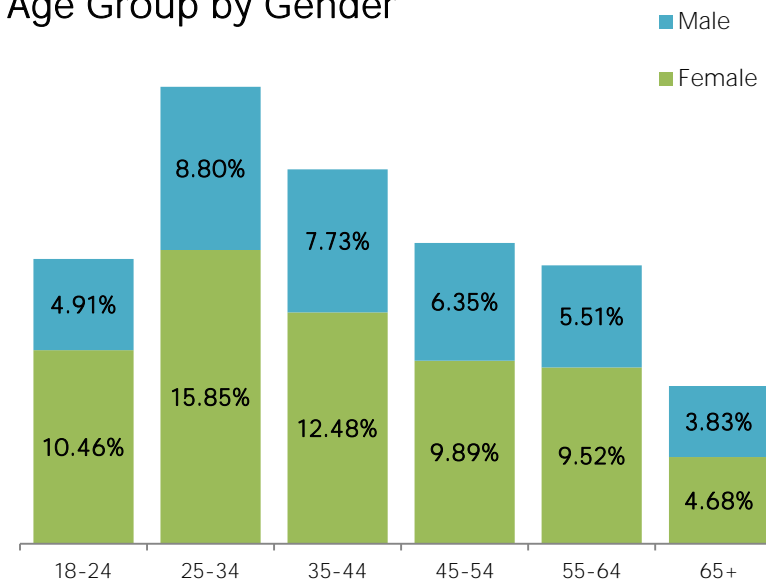
Landing Page	Visits	Percent
/events	6,758	17.95%
/	3,226	8.57%
/profile/402/lake-lopez-recreation-area	1,920	5.10%
/community/morro-bay	1,246	3.31%
/events/461	1,161	3.08%
/blog/839/9-places-to-celebrate-the-4th-of-july-in-san-luis-obispo-county	953	2.53%
/events/all/fairs_and_festivals	839	2.23%
/activities	760	2.02%
/our-area	736	1.96%
/profile/1468/avila-beach-farmers-market	577	1.53%

## Demographics & Interests

### Affinity Categories:

Top 10 Affinity Categories	Visits
Movie Lovers	21,210
News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	17,583
TV Lovers	17,446
Travel Buffs	17,143
Home Decor Enthusiasts	15,924
Shoppers/Shopaholics	15,902
Cooking Enthusiasts/Aspiring Chefs	15,856
Technophiles	14,880
News Junkies & Avid Readers	14,561
Health & Fitness Buffs	13,773

### Age Group by Gender



### Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	9,566
News/Weather	7,108
Travel/Hotels & Accommodations	7,002
Arts & Entertainment/TV & Video/Online Video	6,416
Food & Drink/Cooking & Recipes	6,005
Real Estate/Real Estate Listings	4,765
Travel/Air Travel	4,233
Reference/General Reference/Dictionaries & Encyclopedias	3,749
Shopping/Mass Merchants & Department Stores	3,559
Internet & Telecom/Email & Messaging	3,505

**Affinity Categories** broaden the scope to identify users in terms of lifestyle; for example, Technophiles, Sports Fans, and Cooking Enthusiasts. These categories are defined in a similar way to TV audiences, and represent an opportunity to understand the behavior of your audience.

**Other Categories** are used to classify groups of users based on the specific content they consume, along with how recently and frequently they consume that content. This category data provides a more focused view of your users, and lets you analyze behavior more narrowly than Affinity Categories.

\* Per Google

### Top Content:

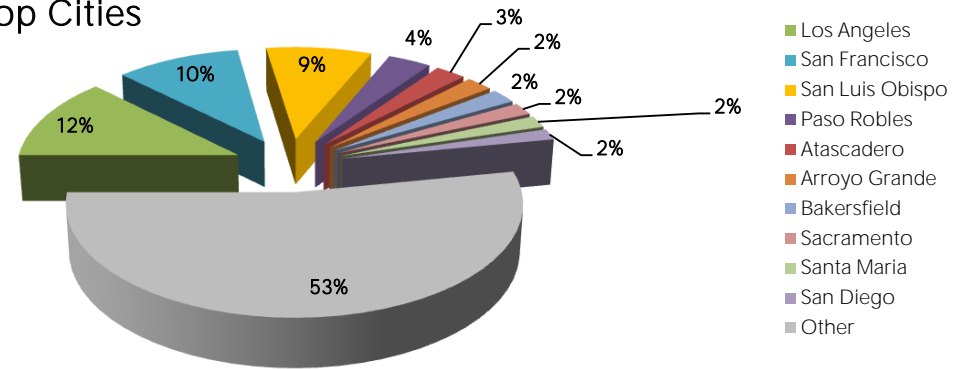
Top Landing Pages	Entrances
/events	7,767
/	5,125
/profile/402/lake-lopez-recreation-area	2,384
/community/morro-bay	1,460
/events/461	1,353
obispo-county	1,129
/events/all/fairs_and_festivals	944
/our-area	921
/activities	851
/profile/1468/avila-beach-farmers-market	675

Top Content Pages	Pageviews
/events	13,674
/	7,197
/profile/402/lake-lopez-recreation-area	3,037
/events/all/fairs_and_festivals	2,819
/our-area	2,304
/events?page=1	2,080
/community/morro-bay	1,962
/blog/839/9-places-to-celebrate-the-4th-of-july-in-san-luis-obispo-county	1,597
/events/461	1,520
/events/all/childrens_activities	1,382

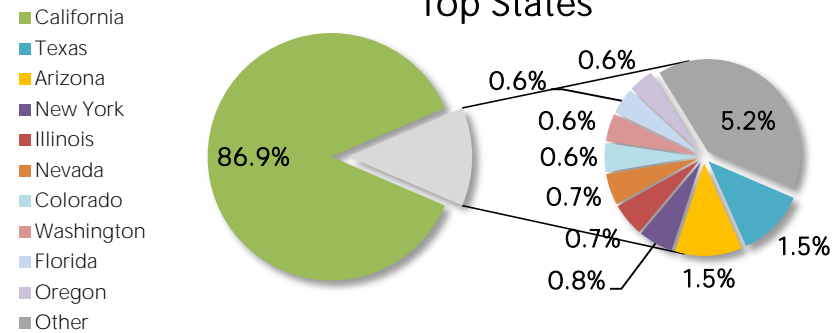
Top Exit Pages	Exits
/events	3,267
/	2,888
/profile/402/lake-lopez-recreation-area	1,857
/events/461	1,245
/blog/839/9-places-to-celebrate-the-4th-of-july-in-san-luis-obispo-county	1,180
/our-area	1,008
/community/morro-bay	952
/events/all/fairs_and_festivals	656
/profile/1468/avila-beach-farmers-market	642
/profile/1760/morro-bay-sea-life	549

### Geographic:

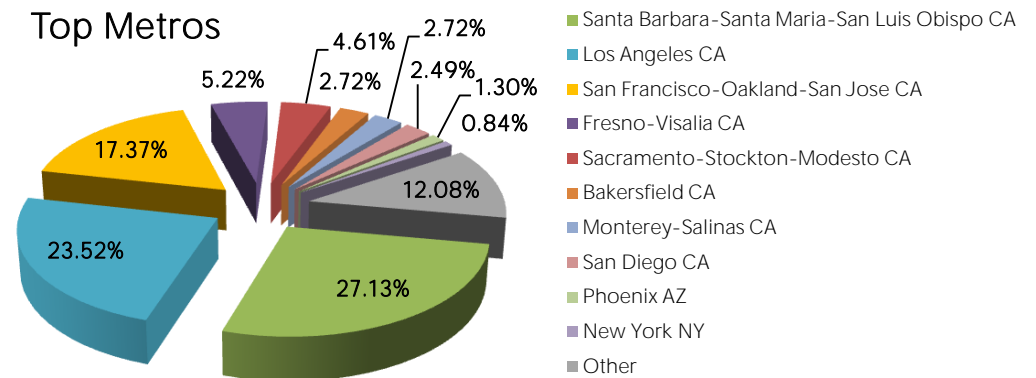
#### Top Cities



#### Top States

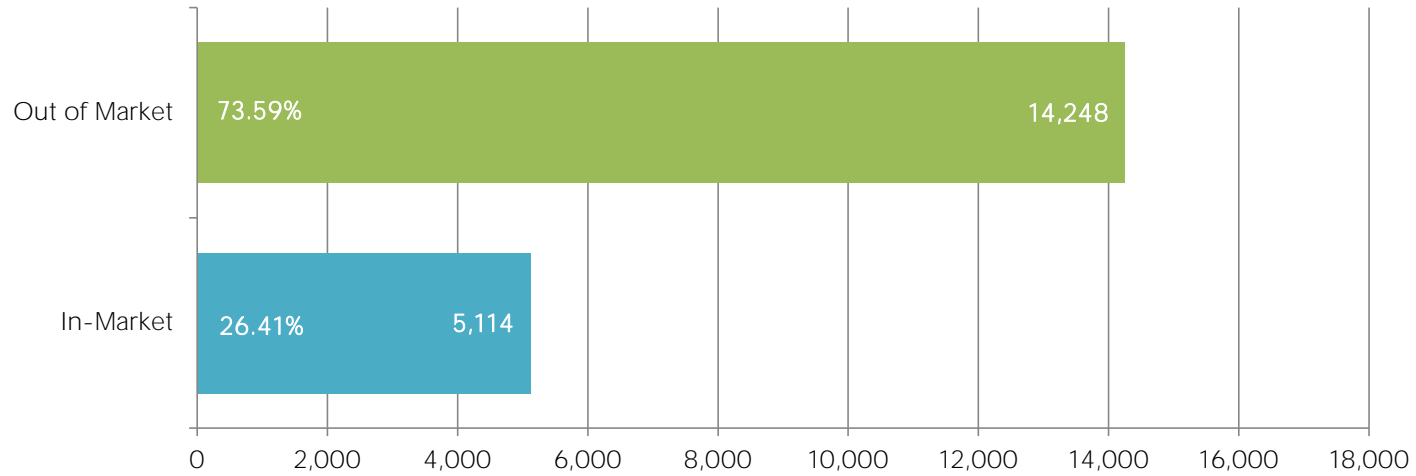


#### Top Metros



## In-MarketVsVistor:

### Desktop Visits



### Mobile/Tablet Visits

