



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, August 8, 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)

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| ANNOUNCEMENTS | B. Burnham |
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| CONSENT AGENDA – <i>motion required</i> | B. Burnham |
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3. Approval of July 11, 2017 Marketing Committee Meeting Minutes
Approval of August 3, 2017 Marketing Committee Special Meeting Minutes
Staff will ask for Committee approval of the July 2017 Marketing Committee Meeting Minutes and August 2017 Marketing Committee Special Meeting Minutes.

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| BUSINESS ITEMS | B. Burnham |
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4. Interview with Potential Committee Member, Audrey Arellano (20 minutes)
Audrey will share information with the Committee about her qualifications and background. Committee will have the chance to ask questions.
5. Update on Board Action (5 min)
Staff will provide an update on action taken at the July Board of Directors meeting.
6. Advertising & Marketing Update (15 min)
Staff will review the progress on current paid media campaign, earned (PR) efforts and owned media efforts.
7. Marketing Discussions (70 min)
 - a. Get to Know the New Media Team
Donovan Moore and Tyler Williams of Goodway Group will join the Committee to discuss our account in more detail and learn from the group more on SLO CAL's needs and background.
 - b. Future Discussion Topics
Discuss topics that the Committee would like to bring to the table at future meetings.
 - c. Discussion Recap (5 min)
Staff will recap the ideas discussed during the meeting.

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

Meeting Minutes

Tuesday, July 11, 2017

8:30am

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

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Molly Cano, Cheryl Cuming, Terrie Banish, Christen Goldie, Gordon Jackson, Lori Keller, Jennifer Little, Jennifer Porter, John Sorgenfrei

ABSENT: Jim Allen, Gordon Jackson, Heather Muran

STAFF PRESENT Brooke Burnham, Jordan Carson, Pam Roberts, Brendan Pringle, Michael Wambolt

Call to Order at 8:31 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENT

Porter announced that on July 21, the wine award winners for the Mid State Fair will be announced.

CONSENT AGENDA

3. Approval of June 13, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

**Motion carried: 9:0:2
Porter and Little abstained.**

BUSINESS ITEMS

4. Update on Board Action

The Board approved adjusting their meeting schedule to every other month beginning July 2017 and approved the FY 2017/18 Marketing Plan as presented.

The Board appointed new Executive Committee members as follows: Clint Pearce as Chair, John Arnold as Vice Chair, JP Patel as Secretary, Aaron Graves as Treasurer, and Jay Jamison will remain on as Past President.

Public Comment – None.

Committee Discussion – None.

5. Advertising & Marketing Update

Visit SLO CAL is developing an RFP and RFP schedule for bringing on a new, strategic media agency. Burnham noted there will likely be a special meeting on August 3, 2017 for finalist presentations.

Burnham gave an update about recent filming in the county, including a new DIY network show called Cabin Brothers, a spinoff of The Redwood Kings, and a major motion picture that will begin filming in SLO CAL in late July.

Wambolt noted that IPW leads went out on June 30, 2017. Wambolt has continued North Coast outreach in Cambria, San Simeon, Ragged Point and Morro Bay. Wambolt will be attending the July Tour and Travel Sales Mission in Los Angeles where he'll have appointments with four Chinese operators and four European receptives.

Burnham gave an update about several recent press hits including Brides, LA Times, Huffington Post and TravelWeek. Burnham noted several upcoming PR opportunities, including two UK media trips, a Forbes.com visit in the fall and group FAMS in October and February.

Visit SLO CAL is working with Chute to coordinate the implementation of the Chute Co-op with Morro Bay, Paso Wine Country Alliance and Pismo Beach. Burnham shared with the Committee that Visit SLO CAL has produced a second round of aerial footage with PMG, which included Paso Wine Country, Ragged Point, Lake Nacimiento, Lopez Lake and SLO Farmers Market, and incorporates cycling and golf.

Public Comment – None.

Committee Discussion – None

6. Marketing Committee Member Applications

Visit SLO CAL received five applications for open Marketing Committee seats. Burnham noted that one of the five seats must be held for Arroyo Grande, leaving four seats available.

Burnham noted that Stacie Jacob, Interim CEO of Paso Robles Destination, will be submitting her application to the Executive Committee for Board approval to take the place of Amanda Diefenderfer, who has resigned from the Committee.

Public Comment – None.

Committee Discussion – Keller asked if VSC has looked into doing a Sales Committee. Wambolt noted that meeting this has been discussed and will likely occur on a quarterly basis, but will not be a set committee. Keller also asked if there is an onboarding process for new members. Burnham noted that VSC will look into creating an orientation program.

ACTION: Moved by Cuming/Little to recommend the Board's approval of Audrey Arellano to the Marketing Committee.

Motion carried: 11:0

ACTION: Moved by Cano/Banish to recommend the Board's approval of Shari Clark to the Marketing Committee.

Motion carried: 11:0

ACTION: Moved by Cuming/Porter to recommend the Board's approval of Jill Tweedie to the Marketing Committee.

Motion carried: 11:0

ACTION: Moved by Sorgenfrei/Porter to recommend the Board's approval of Melissa Colon to the Marketing Committee.

Motion carried: 10:0:1

Cuming abstained.

7. Marketing Discussions

7a. Review and Discuss FY 2016/2017 Marketing Performance

Burnham reviewed the FY2016/17 Marketing Performance data from BCF, while Ted Rooke from BCF's Media Department answered questions via conference call. Burnham also reviewed learnings by month and by channel, detailing conversion rates (CVR) and cost per weighted conversions (CPWC). Video by month (for online video) showed that view completion rate peaked in February. VSC primarily ran 30-second video for the majority of the campaign, but switched them out for 15-second videos towards the end of the campaign. The 30-second adventure video performed best overall. Burnham detailed top theme CVRs by market and month.

Public Comment – None.

Committee Discussion – Akers asked if these videos were used in Youtube pre-roll. Rooke responded that they were not. Akers noted it would be useful to see how much of the budget we spent in each market and compare that to this information. Burnham noted that she would send the Executive Summary to the Marketing Committee. Sorgenfrei stated that the metrics reinforce the fact that LA and SF are SLO CAL's drive markets and noted that its encouraging to know that all of the markets with the highest CVR have direct flights.

7b. In-Market Engagement Discussion

As requested by the Executive Committee, Visit SLO CAL asked the Marketing Committee how they are engaging guests while in-market.

Public Comment – None.

Committee Discussion – Akers noted that Atascadero is looking at something to place in hotels. Keller noted that Martin Resorts offers "101 things to do," a rainy day plan and a hotel concierge they can use before they arrive. Martin Resorts does a quarterly FAM tour for frontline staff, including an Edna Valley Tour, an educational tour with Central Coast Aquarium and a walking tour of downtown Paso Robles. Keller noted you have to get the hotels to provide the incentive. Sorgenfrei noted that Pismo Beach has developed a video about the history of the destination and quarterly front desk "mixers" to educate and train frontline employees. Cuming suggested that in order to increase the visibility of an exceptional customer service member in the SLO CAL area, a new Tourism Exchange award should be created.

The Committee noted that customer service is a key component of the guest experience and an important factor in

turning a first-time guest into a repeat visitor. They also noted that local communications about the importance of tourism and of VSC efforts play a key role in in-market efforts. Burnham noted that local engagement and direct-to-consumer should be two key focuses of these efforts for the future.

7c. Public Relations Collaboration

Burnham noted that VSC has refined the job description for the Communications Manager position, and it will now be a Director Position. Burnham revisited the “Life of a Lead” document with the Committee and asked how to best use this procedure with partners and destinations.

Public Comment – None.

Committee Discussion – Keller noted that instead of distributing the lead to just one partner, it should be distributed to all partners, and whoever responds first and qualifies should receive the lead. Sorgenfrei suggested all media fill out a media form. Porter agreed and added that the media lead should be asked whether they’ve been hosted in the county within the last year and what stories they produced. The Committee agreed that setting a deadline for responses and not making the first response or most discounted offers the deciding factor. Instead, VSC should consider the needs of the journalist and make an effort to spread opportunities among destinations and partners.

7d. New Co-op Ideas

Burnham gave an update on SAVOR on the Road in Denver, stating that VSC will no longer be attending this event over the Labor Day holiday due to timing.

Public Comment – None.

Committee Discussion – Keller suggested that VSC should look into a virtual reality (VR) experience that the DMO’s can co-op with. Little mentioned that VSC should see if they could use the VR that Visit California produced.

7e. Discussion Recap

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:38 am.



MINUTES

Visit SLO CAL Marketing Committee Special Meeting

**Visit SLO CAL Marketing Committee
Special Meeting Minutes**
Thursday, August 3, 2017
8:30am
Courtyard by Marriott
1605 Calle Joaquin, San Luis Obispo, CA 93401

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Molly Cano, Shari Clark, Cheryl Cuming, Gordon Jackson, Lori Keller, Jennifer Little, Heather Muran, Jen Porter, John Sorgenfrei, Jill Tweedie, Stacie Jacob

ABSENT: Jim Allen, Terrie Banish, Christen Goldie

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

Call to Order at 8:40 am.

2. Public Comment (On Non-Agenda Items)

None.

BUSINESS ITEMS

3. Media Agency Oral Presentations

The Marketing Committee heard oral presentations from Goodway Group, Orange 142 and Miles Media.

Public Comment - None.

Committee Discussion – Muran and Clark both agreed that Orange 142 seemed very direct. Cuming thought Goodway Group could bring something to the table that's above what we understand and that their knowledge could be very valuable. Jacob noted that both Orange 142 and Miles are well-versed in the tourism space, which is beneficial. Akers thought that Goodway's philosophies would align well with Visit SLO CAL. Sorgenfrei liked Orange 142's co-op ideas, but thought Miles was likely more well-versed in co-op opportunities, especially with Brand USA and Visit California. Sorgenfrei noted VSC can always still utilize Miles for the co-op space if VSC does not choose them as its media agency. Keller stated that Miles and Goodway's plans could be similar, but Miles pulls ahead with its ability to put together co-ops. Little noted that while Goodway is the largest company, they still feel small and connected to the account. The Committee agreed that Goodway's presentation didn't seem SLO CAL-specific, while Orange 142 and Miles were more geared towards the county, but felt that they do have knowledge of other industries and sectors, which could be beneficial. Burnham stated that Goodway rises to the top with increased efficiencies in running campaigns year-round. Davison noted that VSC is looking for an agency that is going to force us to think differently.

ACTION: Moved by Cano/Muran to recommend that the Executive Committee and Board approve Goodway Group.

Motion carried: 11:0:1
Jackson left before vote.

ADJOURNMENT

Meeting adjourned at 12:00 pm.



AUDREY ARELLANO / AUDREY@CAMBRIAINNS.COM

Adelaide Inn / Cambria Inns Collection

June 30, 2017

Brendan Pringle

Visit SLO CAL

Brendan@slocal.com

Dear Brendan and Visit SLO CAL Marketing Committee:

Please accept my submission and application to be selected as a member of the SLO CAL Marketing Committee. I feel that with my passion and enthusiasm for the central coast coupled with my 20+ years of marketing experience, I will be an asset to the group.

I have lived in Paso Robles for the last 10 years have been involved in marketing and tourism here on the Central Coast for the last 7 years through my employment as Director of Sales and Marketing with the Holiday Inn Express & Suites, Paso Robles, and now currently as Brand Manager with the Adelaide Inn in Paso Robles, and Castle Inn, Moonstone Cottages, Sand Pebbles Inn, and Blue Dolphin Inn in Cambria.

Through my hospitality career I am involved in various community organizations including the Wineries of Paso Robles Highway 46 East, Paso Robles Chamber of Commerce, Visit SLO CAL, Cambria Tourism Board/Visit Cambria, PRWCA, and TPRA. As President of the Wineries of the 46 East for the last 5 years, my main responsibility is branding and bringing public awareness and traffic to our 20 Winery and 8 Hospitality members through our marketing and annual events which further enhances my experience and knowledge of marketing and branding in the Central Coast.

Throughout my employment and involvement in both the hospitality and wine industry, I have established and maintained many connections and relationships here which, with my marketing experience, would make a great contribution to the committee.

Please see my resume attached reflecting my professional history and thank you for your consideration.

Sincerely,
Audrey Arellano



VISIT SLO CAL

MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Audrey Arellano

COMPANY: Adelaide Inn & Cambria Inns Collection

ADDRESS: 1215 Ysabel Avenue, Paso Robles, CA 93446

PHONE: 805-369-2058 EMAIL: Audrey@Cambriainns.com

TOTAL YEARS IN TOURISM INDUSTRY: 7

TOURISM-RELATED MARKETING EXPERIENCE:

I am actively involved in marketing/branding in both the hospitality and winery industries on the Central Coast and have been for about 7 years. I am currently the Brand Manager for 5 hotel properties (1 in Paso and 4 in Cambria) and am also President of the Wineries of 46 East organization which is a marketing non-profit consisting of 20 Paso Robles' wineries and 8 hospitality members. I have been associated with Visit SLO CAL, TPRA, and PRWCA for 6+ years, as well an Ambassador for the Paso Robles Chamber of Commerce. I also currently sit on the Cambria Tourism Board (CTB) Marketing Committee.

Employment History

CURRENT EMPLOYER: Black's Companies (Adelaide Inn & Cambria Inns Collection) YRS OF SERVICE: 1

TITLE: Brand Manager

PAST EMPLOYER: Holiday Inn Express & Suites, Paso Robles YRS OF SERVICE: 6

TITLE: Director of Sales & Marketing

Community/Board Involvement

ORGANIZATION: Paso Robles Wineries of Highway 46 East TITLE: President

DATES OF INVOLVEMENT: 2011-present

ORGANIZATION: Cambria Tourism Board TITLE: Marketing Committee

DATES OF INVOLVEMENT: Jan. 2017-present

ORGANIZATION: Paso Robles Chamber of Commerce TITLE: Ambassador

DATES OF INVOLVEMENT: 2011 to Present

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Brendan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.

Audrey Rachelle Arellano

816 Sycamore Canyon Road, Paso Robles, CA 93446/Cell-805.975.3632/Email-Audrey@Cambriainns.com

Professional Profile:

I am a loyal and dedicated person and I stand behind my morals and ethics. I give 110% to my commitments and take pride in my accomplishments which drives me to be organized and have high attention to detail. I am a people person and I believe that any organization I am involved in must have relationship and communication at its core. I am a self-starter yet excel when I am a part of a team reaching to achieve a common goal.

Professional Employment History:

2017 to Present – Brand Manager

Adelaide Inn, Castle Inn by the Sea, Sand Pebbles Inn, Blue Dolphin Inn Paso Robles & Cambria, CA

Accountable for branding and messaging of all properties; individually and collectively, handle creation and implementation of packages and promotions, marketing materials, website content, social media content, eFlyers, eBlasts, and digital and print ads. Serve as the face of the company within the Central Coast through PR efforts.

2011 to 2017 - Director of Sales and Marketing

Holiday Inn Express & Suites Riverside Ave, Paso Robles, CA

Handled sales and marketing aspects of the Hotel. Including hotel promotions, packages, and specials, designed, created and implemented hotel promotional materials, wrote and published press releases and website content, established new key account business and maintained existing account relationships. Involved in business planning and development. Accountable for yearly budget planning and revenue strategies. Served as the face of the property within the Central Coast community through PR efforts.

2007 to 2010 - Executive Director

The Innacee Foundation Airport Road, Paso Robles, CA 93446

Innacee is a non-profit organization in alternative education. I started in its infancy and handled all sales, marketing, promotions and events. I played a key role in business planning and development.

2000-2007 - V.P. Sales & Marketing

Aqua Resource Group Tesla Rd. Irvine, CA

Aqua is a Marketing and Software Development company designed for business owners in the Mortgage/Real Estate Industry. Played key role in getting the company off of the ground. Created, implemented and ran the company employee sales training courses including writing and creating all materials. Involved in all business planning and development, revenue strategies, and website and promotional content and materials.

1996-2000 - Assistant Director of Sales & Marketing

National Rent-A-Fence Sepulveda Blvd, North Hills, CA

Handled sales and marketing budgets and strategies on the national, corporate level. Traveled nationwide monthly to exhibit in tradeshows, expos, and conventions to promote and sell products and services.

All previous employment includes Sales, Marketing, and Team Management

Community Involvement and Organizations:

Present: President of the Wineries of Highway 46 East, Ambassador for the Paso Robles Chamber of Commerce, Marketing Committee for Cambria Tourism Board/Visit Cambria (CTB), Member of the Paso Robles Wine County Alliance (PRWCA), Member of the Travel Paso Robles Alliance (TPRA), Member of Visit SLO CAL.