



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting
Tuesday, November 14, 2017 at 8:30am
Madonna Inn, Venetian Room
100 Madonna Rd., San Luis Obispo, CA 93401

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

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – <i>motion required</i>	B. Burnham
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3. **Approval of October 10, 2017 Marketing Committee Meeting Minutes**
Staff will ask for Committee approval of the October 2017 Marketing Committee Meeting Minutes.

CEO REPORT	C. Davison
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4. **CEO Report (10 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. **FY2016-17 Year-End Satisfaction Survey (10 min)**
Staff will discuss the results and takeaways of Visit SLO CAL's FY2016-17 Year-End Satisfaction Survey.
6. **Advertising & Marketing Update (20 min)**
Staff will review the progress on current sales, paid media campaign, earned (PR) efforts and owned media efforts.
7. **Marketing Discussions (80 min)**
 - a. **Destination Security Planning (25 min)**
In light of recent public security incidents in New York, Las Vegas and Texas, the Committee will discuss how their destinations are addressing this, the role DMOs play and how VSC can assist with this countywide conversation.
 - b. **Proposition 64 (30 min)**
With legal recreational marijuana beginning in January, the Committee will discuss how SLO CAL destinations are marketing, communicating and/or educating the public, businesses and potential travelers on the new laws.
 - c. **Co-op Marketing Options (20 min)**
Staff will review and get input on co-op marketing opportunities and timing for early 2018.
 - d. **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, October 10, 2017

8:30am

Sands Inn & Suites

1930 Monterey Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Brooke Burnham

PRESENT: Audrey Arellano, Terrie Banish, Molly Cano, Shari Clark, Cheryl Cuming, Christen Goldie, Gordon Jackson, Lori Keller, Jennifer Little, Jen Porter, John Sorgenfrei, Jill Tweedie

ABSENT: Jim Allen, Ashlee Akers, Stacie Jacob, Heather Muran

STAFF PRESENT: Brooke Burnham, Jordan Carson, Brendan Pringle, Pam Roberts

Call to Order at 8:34 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS:

Cano announced a job opening for a Tourism Coordinator with the City of San Luis Obispo.

Porter mentioned Harvest Wine Weekend will be happening on October 20-22, 2017, and also noted Napa Valley Vineyards & Sonoma Vintners have been reaching out regarding the fire in their areas. Jackson announced the upcoming Clam Festival. Little announced the final Concert on the Bay in Morro Bay will be happening on Saturday, October 14, 2017 from 1:30pm – 6:30pm.

CONSENT AGENDA

3. Approval of September 12, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

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

BUSINESS ITEMS

4. Update on Board Action

The Board of Directors approved the Marketing Committee's recommendation to appoint Audrey Arellano to the VSC Marketing Committee. They also approved the FY 2016/17 Audit, as part of the County contract requirement. The Board also approved the Marketing Committee's recommendation to contract Goodway Group as VSC's media agency of record and Turner Public Relations as its public relations agency of record.

Public Comment – None.

Committee Discussion – None.

5. Advertising & Marketing Update

Burnham gave a Travel Trade update mentioning Michael Wambolt's ongoing stakeholder outreach. Wambolt conducted a Meeting and Conference sales blitz in the Bay Area and exhibited at the Recreation Vehicle Industry Association in Pomona. Burnham gave an update on upcoming opportunities and FAMs.

Roberts recapped the Industry Educational Symposium and noted the upcoming Packaging Party on October 19, 2017. Roberts gave an update about SAVOR on the Road participants for the San Diego Bay Wine & Food Festival which, for the first time, will include two destination partners, Atascadero and Morro Bay. SAVOR has received a proposal from Taste Washington in March 2018. Destinations can participate with SLO CAL for \$3000. Sales have begun on the 2018 Visitor Magazine.

Kylee Corliss shared that Film SLO CAL is hosting a CA Film Commission/FAA Drones Workshop on November 13 to update partners on current regulations for drones and aerial filming. Corliss mentioned that she will be attending the AFM and COLA film industry events this fall. Corliss updated the Committee on current film stats for Film SLO CAL.

Burnham reviewed press hits and the group media FAM VSC hosted throughout the county. Upcoming opportunities include Turner Public Relations' immersion trip and a visit from Afar. Carson updated the Committee about the ongoing Clymb partnership and Highway 1 co-op, upcoming blog posts and website stats.

VSC is installing two airport banners in the new SLO County Regional Airport terminal. Burnham noted VSC is working with Simpleview and Goodway Group to place pixels for the fall ad campaign.

Burnham announced VSC has hired a Digital & Brand Manager, Yarina Valverde.

Public Comment – None.

Committee Discussion – Little asked if VSC sends out the itinerary when FAMs are in town. Burnham noted that VSC can do that more consistently.

Cuming asked for a representative from the SLO County Regional Airport to come to the VSC Marketing Committee meeting when the RFP for ad opportunities in the new terminal is ready.

6. Marketing Discussions

6a. Final WebDAM Discussion: Burnham noted that VSC is vetting Barberstock as its new asset management system and that the largest change is VSC would have sole access to approving photo requests. Barberstock integrates directly with Chute and Simpleview CMS. For an additional \$2,400, they will manage assets as well as edit and upload b-roll.

Public Comment – None.

Committee Discussion – None.

6b. New Website Review & Discussion: Burnham reviewed the latest Simpleview prototype.

Public Comment – None.

Committee Discussion – Tweedie asked if we would be able to highlight Hearst Castle on the map. Burnham asked the Committee for feedback, and the Committee provided no opposition to the idea.

Little asked why the communities were alphabetized across. Burnham noted VSC can look into changing it. Cuming asked if Arroyo Grande Valley can be included on the list of destinations. Burnham stated that VSC can look into that, as currently the list was based on communities.

Burnham noted VSC will be contracting a photographer to take photos of every lodging property, starting with hotels and motels. Cuming asked if those photos could be cascaded down to the DMOs and lodging partners. Burnham stated that it will depend on the SEO and use rights with the photographer, but VSC will look into it.

Burnham asked the Committee if there were any objections to opening the event calendar up to the public. The Committee unanimously agreed that this would be fine, as long as there is a set approval process.

Cuming asked if Simpleview has a feed that DMO's can implement on their own sites. Burnham noted that Simpleview has an API available for others to display the VSC event calendar on their sites.

Sorgenfrei asked if the "Plan Your Trip" section will have an itinerary builder. Burnham asked if the Committee felt strongly about whether or not the new site should have a trip builder. The Committee unanimously agreed that it should not, but noted that it should still provide itineraries and recommendations. Keller noted that VSC should stay at the top of the funnel and the trip builder is too far down the funnel for VSC's focus.

6c. Discussion Recap

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:27 am.

Visit SLO CAL FY16/17 Stakeholder Satisfaction Survey – Key Takeaways

(FY15/16 Results in Red)

1) Participation

- a. FY16-17: 90 respondents (257% increase over last year)
- b. **FY15-16: 35 respondents**

2) Respondent's Role (Q1)

- a. 21.11% (19) owner
- b. 30.00% (27) management
- c. 20.00% (18) marketing
- d. 8.89% (8) sales
- e. 6.67% (6) operations

3) Lodging/Non-Lodging (Q2)

a. **61.11% (55) Lodging (Q2)**

- i. **Representation:** 56.36% Hotel/Motel, 32.73% VR, 9.09% B&B, 0% RV (Q3)
- ii. 36.36% (20) also has non-lodging business (Q4)
 - 1. 29.63% (16) Dining, 35.19% (19) Wine/Beer, 35.19% (19) Activities/Attractions, 29.63% (16) Events (Q5)
 - a. 69.81% (37) of those businesses also a member, 18.87% (10) not a member, 11.32% (6) unsure (Q6)
- iii. **Familiarity:** On a scale of 1-5, how familiar are you with VSC and what we do: 4.21 (84.2%) (Q7)
 - 1. 52.83% (28) very familiar, 28.30% (15) familiar, 7.55% (4) somewhat familiar, 9.43% (5) between somewhat familiar and not familiar at all, 1.89% (1) not familiar at all

b. **38.89% (35) Non-Lodging (Q2)**

- i. **Familiarity:** On a scale of 1-5, how familiar are you with VSC and what we do: 3.89 (77.8%) (Q10)
- ii. 37.14% (13) very familiar, 28.57% (10) familiar, 25.71% (9) somewhat familiar, 2.86% (1) between somewhat familiar and not familiar at all, 5.71% (2) not familiar at all

c. **FY15/16 (Both Lodging and Non-Lodging)**

- i. **91.43% (32) very familiar, 5.71% (2) somewhat familiar, 2.86% (1) not familiar**

4) Awareness (Q11)

- a. 54.05% (40) have been aware 3+ years
- b. 32.43% (24) have been aware 1-2 years
- c. 9.46% (7) have been aware 6 months to a year
- d. 4.05% (3) have been aware less than 6 months
 - i. For those unfamiliar: What's keeping you from being more informed? (Q14)
 - 1. Too busy: 36.36% (4)
 - 2. Don't receive the info I need: 45.45% (5)
 - 3. *Note: The two "Other" options were actually informed*

e. **FY15/16:**

- i. **68.57% (24) have been aware for 3+ Years**
- ii. **22.86% (8) have been aware for 1-2 Years**
- iii. **5.71% (2) have been aware for 6 months – 1 Year**
- iv. **2.86% (1) have been aware for <6 months**

5) Satisfaction – of those familiar (Q12)

a. Overall

i. Weighted Average: 4.22 (84.4%)

ii. Breakdown: 47.30% (35) very satisfied, 31.08% (23) satisfied, 12.16% (9) neutral, 6.76% (5) dissatisfied, 2.7% (2) not sure/not familiar

iii. Comments:

1. "We felt a hit this year. Less occupants, drop in rate, less profit."
2. "Not enough attention to bringing in mid-week business + not enough attention to North Coast properties."

b. Overall - FY15/16: 80%

c. VSC Staff – Service of VSC Staff

i. Weighted Average: 4.50 (90%)

ii. Breakdown: 60.27% very satisfied, 16.44% (12) satisfied, 12.33% (9) neutral, 1.37% (1) dissatisfied, 9.59% (7) not sure/not familiar

iii. Comments: "Best team in 20 years!"

d. VSC Staff – Service of VSC Staff - FY15/16: 77%

e. VSC Staff – Responsiveness of VSC Staff

i. Weighted Average: 4.46 (89.2%)

ii. Breakdown: 60.27% (44) very satisfied, 15.07% (11) satisfied, 15.07% (11) neutral, 1.37% (1) dissatisfied, 8.22% (6) not sure/not familiar

iii. Comments:

1. "Getting emails, but not converting to room sales."
2. "Extremely responsive and easy to work with."

f. VSC Staff – Responsiveness of VSC Staff – FY15/16: 86%

g. Quality of President & CEO's Work

i. Weighted Average: 4.55 (91.0%)

ii. Breakdown: 60.00% (45) very satisfied, 12.00% (9) satisfied, 13.33% (10) neutral, 14.67% (11) not sure/not familiar

iii. Comments:

1. "Chuck is very helpful and we appreciate his participation!"
2. "Never met him, seems somewhat entrenched."

h. Quality of President & CEO's Work– FY15/16: 91%

6) Value of VSC Partnership (Q13)

a. On a 5-star scale, how valuable is your partnership with VSC?

i. Weighted Average: 4.36 (87.2%)

ii. Breakdown: 53.33% (40) very valuable, 26.67% (20) valuable, 13.33% (10) somewhat valuable, 2.67% (2) between not valuable and somewhat valuable, 4.00% (3) unsure

7) Tourism Related Issues (Q19)

a. On a scale of 1 to 5, please rank the following tourism-related issues in order of importance to you:

i. Sustainable Tourism/Capacity Issues (4.24/84.8%)

ii. Air Service Development (4.21/84.2%)

iii. Increasing International Visitors (4.14/82.8%)

iv. Vacation Rental Compliance (3.88/77.6%)

v. Staffing Acquisition and/or Retention (3.71/74.2%)

b. Least important: Cannabis Legalization Impact (2.70/54.0%)

c. Comments:

- i. "Reporting/Data on incoming group opportunities and why we lose business. EX: not enough ballroom space, airlift,"

- ii. "I think event venues needs some compliance & regulations as well."
- iii. "Sustainable capacity is very important."

8) Trends - What trends do you believe will have an impact on tourism in San Luis Obispo County in the coming years? *Below are recurring themes (Q20)*

- a. Food/wine experience-related tourism (8)
- b. Air service devo/airport expansion (6)
- c. Trump Slump/Political Trends (6)
- d. Highway 1 Closure (6)
- e. Growing inventory (5)
- f. Weather (4)
- g. International travel trends (4)
- h. Traffic congestion (need for shuttle service/more car free solutions) (3)
- i. Rise of Airbnb (3)
- j. Overpriced hotel rooms (3)

9) Please share any comments, questions or concerns (Q21)

- a. "Great job, thank you!"
- b. "I am very excited about the changes happening at Visit SLO CAL and also around our community. I am looking forward to what's to come!"
- c. "Looking forward to seeing more reporting out on numbers and conversions. Love the data!"
- d. "No specific information on how Visit SLO [CAL] benefits our hotel"
- e. "Parking is a huge issue for Pismo Beach"
- f. "I would like to see how the dollars spent are creating an impact. How is success being measured? How is the organization encouraging and supporting new events?"