



## MINUTES

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### Visit SLO CAL Marketing Committee

#### Visit SLO CAL Co-op Summit

Tuesday, November 13, 2018

10:15 am – 12:00 pm

Apple Farm

2015 Monterey St., San Luis Obispo, CA 93405

#### 1. CALL TO ORDER: Brooke Burnham

**PRESENT:** Ashlee Akers, Terrie Banish, Molly Cano, Cheryl Cuming, Gordon Jackson, Jennifer Little, Danna Stroud, John Sorgenfrei

**ABSENT:** Jocelyn Brennan

**STAFF PRESENT:** Chuck Davison, Brooke Burnham, Keba Baird, Jordan Carson

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**Call to Order at 10:44 am.**

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

None.

#### 3. Co-op Marketing & Program Discussion

**a. Review of Program Goals & Benefits** – Burnham reviewed results from the co-op goals and benefits survey.

Committee Discussion – Sorgenfrei noted that, in regard to the duplication of efforts, if the initiative is something every community is doing and we can expand to have a bigger presence, then that goal is important. Burnham noted that one example would be SEM where duplication of efforts wouldn't be an asset.

Cuming noted there is definitely a benefit of a broader awareness of SLO CAL as a destination. However, there is a struggle with how our destinations are represented on SLOCAL.com and how their experience is directed from there. Burnham noted that when Visit SLO CAL created the destination pages on the website, they solicited input on content from partner DMOs and since have updated it based on their feedback. Visit SLO CAL's goal for driving traffic to SLOCAL.com is about selling that broader countywide experience to encourage longer stays, not obtaining traffic for the website.

Little said she appreciates SLO CAL as a destination, but that the bottom line for her is promoting Morro Bay. A visitor to SLOCAL.com should be able to go directly to that destination.

Sorgenfrei noted that airline magazines are an example of an opportunity to tell that SLO CAL experience and showcase the individual destinations within the copy; another example would be a social media story. He added that if we can narrow down the goals to doing something we can't do on our own and showcase SLO CAL with the destinations as a subset, then we can narrow down our tactics to three large co-op options.

Akers stated that a bigger out-of-home experience in target markets where we can have a bigger splash, but also tell each individual destinations' story and messaging, could be beneficial for all parties.

Burnham asked the attendees if there were any thoughts contrary to focusing on a short list and big SLO CAL impact. Cano noted that research is also very valuable. Sorgenfrei, Cuming and Akers agreed. Sorgenfrei noted that we have a good idea of the target markets and the visitor, but that the research about the economic impact is the most valuable.

Cano remarked that visitor volume and visitor impact studies could trade off every other year. Stroud concurred that an every-other-year research study would be of interest.

Sorgenfrei noted investing in high-powered influencers would be of benefit as well.

Little stated that if we do a research study down the road, it would be great to have add-ons to the base price like we've done with past co-ops. Davison noted that particular item depends on the vendor.

Banish included that a co-op on a regional level, where North County could band together, could be worth exploring.

Cano noted that Miles has experience with co-ops and asked how the scale of Brand USA co-ops can be implemented with future SLO CAL co-ops, while structuring the co-op program the way the Brand USA co-ops are structured. Burnham commented that this could be difficult to manage at Visit SLO CAL's staff and budget size and could present similar challenges to the current digital co-ops.

**b. Discuss Co-op Program Options** – Little noted it would be great to get the list of influencers Visit SLO CAL has so Morro Bay and other DMO's are not going after the same people. Burnham stated that Visit SLO CAL definitely has a short list they're going after and that TURNER also uses a database to identify them.

Sorgenfrei asked if a \$10,000 IPW investment would also mean that that destination is included in the post-FAM. Davison noted that yes, the investment would likely include an activation in the larger SLO CAL booth during the morning, afternoon or evening, as well as the post-FAM participation. Cano asked if, as partners buy in, the SLO CAL space gets bigger, as do the activations. Davison confirmed that was correct. Akers asked how quickly Visit SLO CAL needs to know whether the DMO's are in or out. Davison noted Visit California knows that Visit SLO CAL is in at \$50K, and is hoping to finalize any adjustments by mid-January.

**c. Recap & Next Steps** - Visit SLO CAL will send out a more specific poll in regard to the above co-ops.

Public Comment – None.

Community Discussion - Sorgenfrei noted that knowing who the influencer(s) are would be helpful. Burnham stated Visit SLO CAL and TURNER can put together an example target list and provide their follower count, engagement, etc.

## **ADJOURNMENT**

Meeting adjourned at 12:10 pm.