



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, January 11, 2021

8:30 am - 10:00 am

The Kinney SLO – 1800 Monterey Street, San Luis Obispo, CA 93401

1. CALL TO ORDER

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Gordon Jackson, Stacie Jacob, Lori Keller, Kathleen Naughton, Joel Peterson, Lindsey Roberts, Lynette Sonne, John Sorgenfrei, Michael Wambolt

STAFF PRESENT: Cathy Cartier, Kyla Boast, Melissa Murray, Eric Parker, Riley Grim, Jessie Borchin, Camille Silvera, Catherine Cropp, Theresa Nagai

AGENCIES PRESENT: Maureen Thielen- The Shipyard

Call to order at 8:34 am

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

CONSENT AGENDA

3. Approval of November 9, 2021 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Jackson/Banish to approve the November 9, 2021 Marketing Committee Minutes.

Motion carried: 15:0

CMO REPORT

4. Visit SLO CAL CMO Report

Cartier provided the committee with staffing updates regarding the two open positions Visit SLO CAL is hiring for: Director of Marketing and Partner Engagement Manager.

Public Comment – None.

Committee Discussion – None.

5. House of Brands Phase 2 and 3

Cartier updated the committee on the changes that were made to the House of Brands Phase 1 and Phase 2 strategy. Phase 1 of the House of Brands strategy will help develop a unified SLO CAL brand aesthetic for individual destination websites. Phase 2 will include integrating a new interactive map to enhance wayfinding on SLOCAL.com. Phase 3 will include collaborating with local destination partners to create alignment around *The Land of...* cross visitation storytelling and co-op opportunities.

Public Comment – None.

Committee Discussion – None.

6. Restaurant Month Update

Silvera gave an update on the 2022 SLO CAL Restaurant Month campaign announcing that there are 42 participating restaurants. Silvera also provided updates for paid, owned, and earned media, showing the advertisements, landing page, social media strategy, and news features that have been created for the campaign.

Public Comment – None.

Committee Discussion – None.

7. 2022 Visitor Magazine

Parker gave an update on the completed 2022 Visitor Magazine, showing the committee the various features involving trail maps, custom itineraries, and QR accessibility.

Public Comment – None.

Committee Discussion –

Peterson asked what the distribution number of the magazine was to which Parker responded that Visit SLO CAL ordered 45,000 copies.

Cano asked if Visit SLO CAL was considering creating a digital Visitor's Magazine in Spanish on the next round to which Parker responded that it was something Visit SLO CAL was interested in.

Allen added that Hearst Castle produces brochures in 15 languages which are all consumed by travelers.

Sorgenfrei and Jackson added that the California Welcome Center in Pismo Beach is a great place to send some, to which Parker and Murray responded that the Welcome Center does currently receive the Visitor Magazines.

8. Focus of Work

Cartier updated the committee with the scope of work through the end of the fiscal year by detailing all projects that have been completed and upcoming projects that are on the horizon.

Public Comment – None.

Committee Discussion –

Allen asked what the dates were for the UK FAM to which Cartier responded that the dates are still being finalized.

Keller asked what the timing was on circling back on the Visitor and EDI study related to key action items to which Cartier responded that she previously sent out an executive summary with the key highlights and takeaways from the study.

9. November and December Travel Trade & Marketing Update

Boast announced that the Xplorit Virtual Experience project is complete and live on SLOCAL.com. She also gave updates from the CalSAE Seasonal Spectacular which occurred December 14-15. Boast then provided CVENT results year-to-date including Number of Lead Room Nights Generated and Number of Booked Room Nights. She announced that she will be attending GoWest Summit in February which will include one-on-one appointments with tour operators. She also gave insight on a Trade Brochure refresh that will be complete in time for GoWest Summit.

Parker updated the committee on the giftwrapping influencer that came into market and created Tik Tok videos for her 2million+ followers. He also touched on upcoming FAMs that will be coming to market from Buzzfeed, Men's Journal, and Daily Beast. Parker then announced that he will be attending International Media Marketplace in New York where he will attend 24 media appointments.

Grim walked the committee through Visit SLO CAL's owned media which includes the launch of the new SLOCAL.com website. She explained that continuing projects for this will include an interactive map and a new SLO CAL Crafted landing page. Grim also touched on SLOCAL.com's key web analytics and how the web sessions are up 84.6% Yo2Y with a session duration of 3:06 minutes. She added that the top pages on the website included Explore Grover Beach which could be due to the Monarch Butterfly viewing season. She also updated the committee on upcoming editorial content that will be featured in the coming months. Grim gave an update on partnerships and events adding that SLO CAL Open will be taking place in Pismo Beach and Morro Bay in collaboration with World Surf League. She added that Visit SLO CAL is working on a FAM collaboration with some of the athletes. Grim also added that the Spartan Race is planned to happen in March 2022.

Murray gave an update on the Events and Festivals strategy adding that two working group facilitations were completed in November 2021. The next steps for this strategy will consist of the Board of Directors approving the Commitment to Collaborate in the Development and Implementation of a Strategy for Tourism Related Events and Festivals. Murray also gave an update on the Customer Service Training Initiative that the first learning outcome session occurred on December 9, 2021. The next steps for this initiative is to conduct a second learning outcome session with the working group to further define content.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Adjourned at 9:44 am.