



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, February 8, 2022

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, Molly Cano, Cheryl Cuming, Gordon Jackson, Stacie Jacob, Kathleen Naughton, Lynette Sonne, Jill Tweedie, Michael Wambolt

STAFF PRESENT: Cathy Cartier, David Fields, Tracy Campbell, Adam Zarrin, Melissa Murray, Eric Parker, Riley Grim, Camille Silvera, Catherine Cropp, Theresa Nagai

AGENCIES PRESENT: Brooke Wieck- Arrivalist

Call to order at 8:37 am

2. PUBLIC COMMENT (On Non-Agenda Items)

Naughton announced that the SLO Coast Wine Collective was awarded a CDFA Stimulus Grant for \$310,000. The grant will run from February 2022 to January 2025 and the purpose of the grant is to open Arizona and Colorado as sales channels for the collective's member wineries.

CONSENT AGENDA

3. Approval of January 11, 2022 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Allen/Cano to approve the January 11, 2022, Marketing Committee Minutes.

Motion carried: 10:0

CMO REPORT

4. Visit SLO CAL CMO Report

Cartier announced that the Marketing Committee Retreat will occur on March 8 at SLO Brew Rock. She noted that the annual survey will be going out by the end of week for the retreat. She further included that the retreat would cover the

House of Brands Phases 2 and 3, a digital and social strategy, media review, and FY 2023 potential co-op opportunities.

Cartier also announced that the Spartan Race is occurring March 12-13 at Santa Margarita Ranch. Visit SLO CAL will have a 20'x20' exhibit space and offer the committee activation opportunity to collaborate on the exhibit to get the most out of it.

Cartier highlighted significant changes to the Marketing budget based on the recent budget re-forecast for FY 22.

Public Comment – None.

Committee Discussion – The committee agreed to work together on exhibit space for the Spartan Race. Jacob added that it would be beneficial to have a booth at the Spartan Race to provide representation. Cartier agreed that collaboration on the exhibit will help with cross visitation.

Cano asked if it would make sense to involve the team at the California Welcome Center to which Cartier agreed was a good idea.

Jacob asked how Visit SLO CAL is completing so many initiatives and business items while having open positions to which Cartier explained that Visit SLO CAL is getting help from outside agencies and in-house team members. She included that Visit SLO CAL has also moved back the Education Symposium and extended the timeline of the Mural Trail project into the next fiscal year.

Jacob asked if the brand awareness study will have opportunities for the destinations to buy into to which Cartier replied that, yes, this is something we can look into when we create the scope of work.

Sonne asked if the SLO CAL Crafted video series were something that can be shared with the destination partners to which Cartier and Cropp replied that they can use YouTube links to share the videos. Sonne also asked if there were assets that can be shared with the committee to which Grim replied that she was working on getting it together.

5. Public Relations RFP

Cartier announced that a Public Relations RFP was released on January 20. She also added that proposals are due March 4 and the project start date is July 1.

Public Comment – None.

Committee Discussion – Jacob asked if the committee could receive the Public Relation RFPs to which Cartier replied that she will send them.

6. Xplorit Demonstration

Parker presented the Xplorit program which is a virtual visual tool that allows users to interact with various SLO CAL locations and experiences. Parker also showed a video to engage the committee on the possible uses of the Xplorit program.

Public Comment – None.

Committee Discussion – Jacob asked how Visit SLO CAL best sees the application being used to which Cartier replied that Visit SLO CAL plans on rolling the program out through sales and PR work and that it will be used to sell SLO CAL as a meeting, conference, and events destination in the beginning and as an educational tool for PR purposes.

Jacob added that it would be great to use at IPW. She also added that as a region Visit SLO CAL, and the committee can collaborate on it to get the most out of its use.

Cano questioned when the goal was to implement it on individual destination websites, to which Cartier replied that destinations are welcome to use it, however, there is still work planned to ensure it is working properly before it is rolled out on the Visit SLO CAL website and partners are asked to include it on their websites.

7. Arrivalist Presentation

Wieck provided the committee with a 2021 SLO CAL visitation review. The review touched on the methodology used to track users, visitation by SLOCAL.com regions, visitation by primary destination city, and research comparison to the Visitor Profile study also conducted in 2021.

Public Comment – None.

Committee Discussion – Jacob added that the presented research attests why Visit SLO CAL and the destinations collaborate as a committee. Jacob also suggested that this data can play into the asset creation for the various destinations.

Sonne asked if there is a list of assets Visit SLO CAL is looking for to which Cartier replied that it is something Visit SLO CAL is working on.

Cano added that the destinations are hoping for minimal work on their part to gather assets, to which Cartier replied that Visit SLO CAL is working on a system to minimize work for the destination partners.

Jackson added that anything added to the destination media sites is free to use for Visit SLO CAL.

8. January Travel Trade & Marketing Update

Cartier updated the committee that the Trade Brochure refresh is in process and will be finalized by February 18. She also gave an update on a comprehensive marketing campaign targeting travel trade buyers in international source markets. This campaign will be running from February 15- June 15 with Visit California.

Parker gave an update on International Media Marketplace that he attended in January. While there he met with 17 media and freelancers from various outlets such as National Geographic, The New York Times, and The Washington Post, to name a few. Parker also updated the committee about upcoming FAMS that will be coming into market.

Cropp updated the committee on the Black History Month campaign that will run through February. Visit SLO CAL created a blog highlighting Black-owned businesses and is pushing social media followers to the blog via a social media campaign.

Silvera added that Visit SLO CAL sent out a consumer newsletter that focused on Black History Month. She also added positive feedback that Visit SLO CAL has received from consumers on their EDI efforts. Silvera also gave an update on upcoming blog posts that will be going live on the SLOCAL.com website in March.

Cropp gave an update on the SLO CAL Crafted video series and showed the committee the Esteem Surf Co video feature. She added that the Esteem Surf Co video has received the most engagement out of all the videos in the series so far.

Grim updated the committee that January's website sessions are up 61% YoY and that Visit SLO CAL is continuing to pace ahead of their goals for FY22. She also added that the Grover Beach and South Coast webs pages continue to stay in the Top 5 pages of the website.

Grim also updated the committee that the SLO CAL Open in Morro Bay will take place February 24-27 with a kickoff party occurring on the 24th at The Siren.

Grim updated the committee that Visit SLO CAL will be launching a partnership with Christopher Petro of The Californist to increase assets, quality content, and owned media.

Murray gave an update on Phase 2 of the Events & Festivals Strategy. She announced that the Visit SLO CAL Board of Directors approved the commitment to collaborate on January 19. She added that discussions will continue to happen between Visit SLO CAL, The Shipyard, and SimpleView regarding the countywide Events & Festivals calendar. The next steps for this strategy include continuing to receive TBID signatures on the commitment to collaborate.

Murray also gave an update on the Customer Service Training Initiative. She announced that two learning sessions have been completed with the working group and that the third learning session will focus on EDI and specialized modules. The next steps for this initiative include completing the third learning session and completing local expert discussions with destination partners.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Adjourned at 10:05 am.