



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, July 13, 2021

8:30 am - 10:00 am

Embassy Suites San Luis Obispo - 333 Madonna Rd, San Luis Obispo, CA 93405

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

CONSENT AGENDA – *motion required*

C. Cartier

3. **Approval of June 08, 2021 Marketing Committee Minutes**

Staff will ask for Committee approval of the June 2021 Marketing Committee Meeting Minutes.

CMO REPORT

C. Cartier

4. **Visit SLO CAL CMO Report (10 minutes)**

Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS

C. Cartier

5. **Marketing Committee Member Update (5 minutes)**

Staff will provide an update on Marketing Committee Members.

6. **EDI/Visitor Profile Research Update (10 minutes)**

Staff will provide an update on the EDI and Visitor Profile Studies.

7. **Asset Shoot Update (10 minutes)**

Staff will give the Committee an update on the upcoming asset shooting taking place in August.

8. **Visitor Guide Direction (30 minutes)**

Staff will provide an update on the 2022 Visitor Guide and ask for Committee's input.

9. **Marketing Committee Meeting Schedule (20 minutes)**

Staff will discuss upcoming Marketing Committee Meeting schedule for FY 21-22.

10. **June Marketing & Trade Update (20 minutes)**

Staff will review highlights from June and discuss current and future activities.

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 items 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

Tuesday, June 8, 2021

8:30 am - 10:00 am

Embassy Suites San Luis Obispo - 333 Madonna Rd, San Luis Obispo, CA 93405

Video Conference – URL: <https://us02web.zoom.us/j/81698300044> Meeting ID: 816 9830 0044

1. CALL TO ORDER

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Gordan Jackson, Stacie Jacob, Lori Keller, Kathleen Naughton, Joel Peterson, Lindsey Roberts, Jill Tweedie, Michael Wambolt

STAFF PRESENT: Cathy Cartier, Ashley Mastako, Vanessa Rodriguez, Kyla Boast, Kacey Drescher, Melissa Murry, Eric Parker, Katie Lovelace

AGENCIES PRESENT: Brooke Burnham, Arrivalist, Maureen Thielen, Mering.

Call to order at 8:34 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

Public Comment – None.

CONSENT AGENDA

3. Approval of May 11, 2021 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Akers/Jackson to approve the May 11, 2021 Marketing Committee Minutes.

Motion Carried: 14:0:0

4. Visit SLO CAL CMO Report

Cartier let the Committee know that Camp Roberts will no longer be considered to house migrant children. She also provided an update on upcoming EDI and Visitor Profile Studies which will be complete in August.

Public Comment – None.

Committee Discussion - Peterson asked for clarification on the video option for the studies discussed. Cartier let him

know that the video option would take the place of the focus-group. Cano wanted to clarify whether individual destinations would be able to customize questions and Cuming asked which questions are already confirmed. Cartier let them know that we are still working on finalizing the questions and that we would ensure there was no overlap.

BUSINESS ITEMS

5. FY 2022 Business & Marketing Plan

Cartier discussed the imperatives that will inform the next Business & Marketing plan outlining how the organization will accomplish these goals as well as key results. Highlights included Experience SLO CAL 2050 with a focus on the Customer Service Training, Events and Festivals Strategy, Space Launch and Thematic Routes. She also explained the brand refresh which will go live in September, 2021 with the goal of unifying the destinations. Cartier also provided an update on owned media efforts moving forward which will include the website re-design with a focus on video. On the earned media front, she let the Committee know that Visit SLO CAL will continue to focus on drive and fly markets and that upcoming sales efforts include launching the recently filmed Xplorit project and utilizing Cvent.

Public Comment – None.

Committee Discussion - Keller asked how Visit SLO CAL will handle an awareness campaign and how progress will be tracked. Cartier mentioned this will start in January and run the full calendar year of 2022.

ACTION: Moved by Peterson/Jackson to approve the FY 2022 Business & Marketing plan as concept.

Motion Carried: 14:0:0

6. April Marketing & Trade Update

Boast provided a Sales and Trade update which included recent participation in the UK Virtual Forum, AAA AdventureFest, and Xplorit filming. Rodriguez refreshed everyone on the three campaigns that are currently running. Parker provided an update on owned media campaigns which included Pride Month, Father's Day, 4th of July and trains. Drescher reported on earned media efforts which included the upcoming Portland flight activation. Mastako let the Committee know the progress of Google My Business and upcoming in-market filming that would be taking place this month. Murray discussed the Events and Festivals strategy MOU needing buy-in in the upcoming week with next steps getting TBID buy-in, and city councils sign-off. All Marketing Committee members will be asked to participate in the E&F working group.

Public Comment – None.

Committee Discussion - Jackson commented on the MOU noting that it is hard to not have things laid out and to sign off on something that may impact existing events. Murray let him know that Visit SLO CAL has updated language to ensure partners would have flexibility.

7. Marketing Committee Member Application Approval

Cartier let the Committee know that both Keller and Roberts seats were up for renewal and that Visit SLO CAL had received a total of 7 applications.

Public Comment – Lynette Sonne introduced herself and let the Committee know she was excited to bring an agritourism lens to existing marketing efforts. Elise Quick also introduced herself and gave an overview of her hospitality experience. Brooke Burnham let the Committee know she was looking forward to the opportunity to bring a national industry perspective to the Committee.

Committee Discussion - Cuming said it was great to have lodging on the Committee and was excited to see such a diverse group interested is being involved. Jackson commented that when Visit SLO CAL started, people were suggested based on title and wondered if that has changed. Cartier noted in the past, the board hasn't put anyone on the committee who doesn't have a marketing background. Peterson raised the flag that although qualified, accepting

all may be too much to which Jackson added that adding those with a sales background would bring more diversity. Jacob noted that she thought all the applicants were great, and highlighted the importance of both the agriculture and arts lens two of the applicants brought. Cano noted that additional voices from arts and agriculture are valuable to the committee's work would be incredible additions. Peterson, Banish and Tweedie agreed on Cano's point. Allen said Visit California has a large committee and all voices are heard.

ACTION: Moved by Cano/Cuming to recommend Keller and Robert's renewal and addition of Lynette Sonne and Leann Standish to the Marketing Committee.

Motion Carried: 12:0:0

ADJOURN

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