



# AGENDA

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Agenda

Tuesday, March 14, 2017

8:30am

Avila Beach Golf Resort

6464 Ana Bay Rd, Avila Beach, CA 93424

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – <i>motion required</i>	C. Davison
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3. Approval of February 14, 2017 Marketing Committee Meeting Minutes

*Staff will ask for Committee approval of the February 2017 Marketing Committee Meeting Minutes.*

BUSINESS ITEMS	B. Burnham
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4. Marketing Committee Strategic Planning

*VSC staff and its marketing agency-of-record will discuss FY2017-18 planning for marketing, public relations, sales and content marketing.*

**ADJOURN.**

Brown Act Notice: Each speaker is limited to two 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

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, February 14, 2017

8:30am

Courtyard by Marriott, San Luis Obispo  
1605 Calle Joaquin, San Luis Obispo, CA 93405

#### 1. **CALL TO ORDER:** Chuck Davison

**PRESENT:** Ashlee Akers, Terrie Banish, Molly Cano, Cheryl Cuming, Amanda Diefenderfer, Christen Goldie, Gordon Jackson, Lori Keller, Jennifer Little, Heather Muran, Jennifer Porter

**ABSENT:** Jim Allen, John Sorgenfrei

**STAFF PRESENT:** Chuck Davison, Brooke Burnham, Michael Wambolt, Brendan Pringle, Jordan Carson

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**Call to Order at 8:30 am.**

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

None.

#### **ANNOUNCEMENTS**

Adventure Cow will be kayaking in Morro Bay on Wednesday. Cano announced that Monday, February 27, Central Coast Tourism Council (CCTC) will be holding a reception at the Kimpton Goodland in Goleta during Visit California's Outlook Forum. Jackson noted that there is currently an open General Board Member position on the CCTC Board. Porter announced that the new Paso Wine site has launched.

#### **CONSENT AGENDA**

#### 3. **Approval of January 10, 2017 Marketing Committee Meeting Minutes**

Committee Discussion – None.

Public Comment – None.

**ACTION:** Moved by Jackson/Banish to approve the Consent Agenda as presented.

**Motion carried: 9:0:1**  
**Cano abstained. Muran arrived after the vote.**

#### **CEO REPORT**

#### **4. CEO Report**

Visit SLO CAL presented its FY2015/16 Annual Report to the County Board of Supervisors on Tuesday, February 7. At that same Board of Supervisors meeting, the Board appointed Sarah Maggelet to the Visit SLO CAL Board to fill the unincorporated County seat that was vacated by James Davison. Davison described her background, and noted that John Arnold will be her Board mentor.

Davison announced that he's been invited to present semi-annually at the monthly City Manager's Meeting (February and August) to keep the city managers aware of what Visit SLO CAL is doing. Davison explained that this aligns with VSC's Strategic Plan initiative of developing "an engaged and high-functioning tourism culture for San Luis Obispo County."

Davison provided an overview of his upcoming travel.

Davison announced that five Board seats are up for renewal at the end of the fiscal year – four appointed and one elected. He noted that he will be reaching out to communities about next steps on these appointed seats.

Committee Discussion. Cuming asked for clarification on the purpose of a Board Mentor. Davison explained that Arnold will be helping to on-board Maggelet and bring her up to date on previous Board action.

Public Comment – None.

#### **BUSINESS ITEMS**

#### **5. Update on Board Action**

The Board approved Visit SLO CAL's FY2016/17 budget re-forecast as presented.

Committee Discussion – None.

Public Comment – None.

#### **6. Sales Update**

Wambolt recapped his Mexico Sales Mission through Visit California, which took place in Guadalajara, Mexico City and Cancun. He noted the challenges, opportunities and booking path of this international market, as well as California's major competitors in the market. Wambolt also outlined upcoming trade shows and co-op opportunities, including MPI Northern California (3/9/17), MPI Sacramento Sierra Nevada (3/21/17) and IPW 2017 (6/4-6/8/17).

Committee Discussion – None.

Public Comment – None.

#### **7. Advertising Update**

Burnham provided a first look at the Brand Lift Study. VSC will be distributing the full research deck from the first wave of the study in the next two weeks. Committee members viewed new creative from the marketing campaign, as well as the new Film Commission logo and creative. Ads are currently in development for AMGEN Tour of California.

Burnham also provided the early analytics from the marketing campaign that launched on January 23. She noted that VSC is working with its marketing agency-of-record, BCF, to increase engagement and conversion, and will implement additional pixels to see how visitors are engaging with the content on the new SLOCAL.com landing page.

Burnham reminded the Committee that VSC is currently accepting participants in an advertorial co-op with Alaska Airline's *Beyond* Magazine, based on the discussion at the January Marketing Committee meeting. Burnham provided costing and deadlines.

Committee Discussion. Porter asked if there was any effort to encourage potential visitors to sign up for e-newsletters. Burnham responded that it's advertised on the home page. Porter also asked if the brand lift report will be digestible. Davison responded that it will be, and will also include all of the back-up data for reference. Cuming, Jackson and Muran all noted that they are currently vetting the Alaska Airlines *Beyond* co-op.

Public Comment – None.

## **8. Seattle Flight Promotion Update**

VSC will travel to Seattle this month for the Seattle Wine & Food Experience on February 26, and will meet with Alaska Airlines and Visit Seattle prior to the event. VSC is also considering activation at Taste Washington (March 25-26, 2017). Guidelines prevent VSC from serving alcohol, so the booth would be more artisan-focused.

VSC is conducting media outreach and contracting Seattle PR support in advance of the Seattle flight launch. Airport celebration planning is underway (pending Alaska Airlines' feedback). This would include SEA-TAC gate presence, and a celebration in SLO CAL with gift bags for the 77 passengers of the first direct Seattle to SLO flight. Burnham requested that destination partners contact her if they would like to donate non-collateral items for inclusion in the gift bags.

Committee Discussion. Porter asked if there was any update on the new terminal at SLO Airport. Davison noted that the Airport is currently forecasting that it will open the week after Labor Day.

Public Comment – None.

## **9. FY17/18 Strategic Marketing Planning**

VSC will be holding a Strategic Marketing Plan Retreat on March 14, 2017 from 8:30am-2:30pm at the Avila Beach Golf Resort. The purpose of the meeting is to outline and collaborate on ideas for VSC's marketing, including media, co-op opportunities, promotions, travel trade and public relations. BCF will be present to report on campaign progress and data, present ideas for future marketing and hear thoughts from the Committee. This discussion will guide the FY17/18 Marketing Plan Update, which will be presented to the Board for approval in May 2017. Davison reminded the Committee to RSVP to Brendan Pringle.

Committee Discussion – None.

Public Comment – None.

## **10. Marketing Update**

VSC has commenced work with Simpleview on the build and CRM for the new website. Next steps include submitting additional feedback, research and planning. VSC is also currently conducting interviews for both the Communications Manager and Digital Manager positions.

VSC has developed its 2017 content calendar, and will be contracting with a local writer to produce some of the content. VSC is also working with Expedia on collaborative SLO CAL blog posts. Burnham reminded the Committee to reach out to Jordan Carson if they have ideas for content and posts to add to VSC's Content Calendar. Burnham noted that the Film Commission is hosting a FAM tour for location managers in March. VSC will also be attending both the Visit California NYC and San Francisco Media Receptions.

Committee Discussion. Jackson and Cuming noted that they are on the waiting list for the SF Media Reception.

Public Comment – None.

## 11. Marketing Discussion

Burnham requested feedback on promotion ideas for Wines Fly Free. VSC will have banners and wall clings in the airport, and are looking at designing table tents, window stickers, email/web banners and bottle hangers to promote the program. VSC will also provide the necessary graphics for the program and the FAQs for partner/front-line education to ensure the success of the program.

Burnham requested ideas for the features, functionality and style of the new VSC website. She noted that the site will include an interactive map, social media aggregation, dynamic content and tiered listings (including free listings) for non-lodging members. VSC is exploring additional functionality, including event calendar API, trail maps and other information. Simpleview will be in-market the first week of March for destination immersion, and VSC would like to collaborate with the communities on itinerary.

Burnham requested feedback on PR collaboration, including any current or future PR plans and pitch schedules, to avoid duplication and identify additional opportunities for collaboration.

Committee Discussion. **Wines Fly Free** - Keller and Cano recommended including information for Wines Fly Free on guest boarding passes. Diefenderfer noted that table tents are very effective. Muran noted that she is hosting a branding conference in April, but could push this up so that she can more effectively distribute information about the program to her constituents. Cuming noted that as VSC considers swag, it might want to consider wine skins to protect wine in suitcases. Porter added that it's important to list locations where visitors can buy wine shippers. She also noted that email is the most effective way to promote the program. Cuming recommended that VSC connect with the SLO Visitor Center since they will be selling wine soon.

**New Website** - Porter noted that when PRWCA was creating filters for its new website, it looked at what Expedia and other booking engines were doing. Akers asked about social media aggregators, and Burnham noted that VSC is looking at different aggregators for the site. Diefenderfer asked that VSC create a curation system for events so that only tourist-attracting events aggregate on the calendar. Goldie noted that it would be important to include trail information.

**PR Collaboration** - Porter recommended having a collaborative Google doc for PR so that different communities aren't pitching the same people, as well as a blacklist of writers to avoid. Cuming noted she could provide PR reports on what the CBID has achieved and is planning.

Public Comment – None.

## ADJOURNMENT

Meeting adjourned at 10:40am.