



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Agenda

Tuesday, April 11, 2017

8:30am

Sands Inn & Suites

1930 Monterey Street, San Luis Obispo, CA 93401

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 March 14, 2017 Marketing Committee Meeting Minutes**
Staff will ask for Committee approval of the March 2017 Marketing Committee Meeting Minutes.

CEO REPORT	C. Davison
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4. **CEO Report (15 min)**
Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	B. Burnham
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5. **Update on Board Action (5 min)**
Staff will provide an update on action taken at the March Board of Directors meeting.
6. **Advertising & Marketing Update (15 min)**
Staff will review the progress on current paid media campaign, earned (PR) efforts and owned media efforts.
7. **New Flight Market Promotion Update (5 min)**
Staff will review developments for marketing the new flights to Seattle and Denver.
8. **FY 17/18 Marketing Update (10 min)**
Staff will present initial FY 17/18 marketing planning.
9. **Marketing Discussions (70 min)**
 - a. **Strategic Marketing Retreat Review & Discussion (20 min)**
Staff will review key takeaways from the March marketing committee retreat and open discussion for feedback and reflections.
 - b. **Co-op Marketing Discussion (20 min)**
Committee will discuss budgets and prioritization for co-op opportunities, including SAVOR on the road, in-market installations, public relations and asset development.
 - c. **Content Marketing (20 min)**
Committee will brainstorm and discuss content marketing ideas, collaborations and strategies across destinations and the county.
 - d. **Discussion Recap (10 min)**
Staff will recap the ideas discussed during the meeting.

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

Visit SLO CAL Marketing Committee

**Visit SLO CAL Marketing Committee
Meeting Minutes**
Tuesday, March 14, 2017
8:30am
Avila Beach Golf Resort
6464 Ana Bay Rd, Avila Beach, CA 93424

1. CALL TO ORDER: Chuck Davison

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

ABSENT: Jim Allen, Amanda Diefenderfer

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

Call to Order at 8:43 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison provided an overview of the schedule and structure of the meeting

CONSENT AGENDA

3. Approval of February 14, 2017 Marketing Committee Meeting Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Porter/Cuming to approve the Consent Agenda as presented.

Motion carried: 11:0

BUSINESS ITEMS

4. Marketing Committee Strategic Planning

The Marketing Committee, VSC staff, and the marketing agency-of-record, BCF, discussed FY2017-18 planning for marketing, public relations, sales, and content marketing. Burnham recapped key takeaways.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 2:32pm.

VSC BOOKING.COM RESERVATIONS by Room Count

March 2016 - March 2017

1-25 Rooms

Property	Rooms	# of Bookings
Pacific Inn	3	1
J Patrick House Bed and Breakfast Inn	8	1
The Morgan Hotel San Simeon	8	1
Inn Paradiso	12	1
Olallieberry Inn Bed and Breakfast	12	1
Garden Street Inn	13	2
Beach House Inn & Suites	15	1
Los Padres Inn	16	1
Little Sur Inn	17	2
White Water Inn	17	1
Morro Bay Sandpiper Inn	21	4
Bay View Inn - Morro Bay	22	2
Villa Motel	22	1
Coastal Breeze Inn	22	1
Beachwalker Inn & Suites	24	4
Beachwalker Inn Cayucos	24	3
Farmhouse Motel	24	2
San Luis Creek Lodge	25	6
		Total: 35

26-50 Rooms

Property	Rooms	# of Bookings
Budget Inn	27	1
Vino Inn & Suites	27	1
Avila La Fonda Hotel	28	1
HI - San Luis Obispo Hostel	28	1
Moonstone Landing	29	1
Avila Village Inn	30	2
Morro Shores Inn And Suites	30	1
Pacific Shores Inn - Morro Bay	30	2

Sea Air Inn - Downtown Morro Bay	30	3
Rockview Inn and Suites	31	1
Ascot - Inn at the Rock	32	2
Best Western Plus San Marcos Inn	32	1
456 Embarcadero Inn & Suites	33	3
Sands by the Sea Motel	33	1
San Luis Inn and Suites	35	1
Bluebird Inn	37	1
Cayucos Beach Inn	37	1
Peach Tree Inn	37	2
Inn at San Luis Obispo	39	2
Fireside Inn on Moonstone Beach	46	1
Days Inn San Simeon	48	1
Pelican Inn & Suites	48	1
Super 8 San Luis Obispo	49	2
Inn at the Cove	50	3

Total: 36

51-100 Rooms

Property	Rooms	# of Bookings
Avenue Inn Downtown San Luis Obispo	51	5
Carlton Hotel	52	1
Avila Lighthouse Suites	54	1
Dolphin Bay Resort and Spa	54	1
Oceanpoint Ranch	58	1
La Bellasera Hotel & Suites	60	1
Vagabond Inn San Luis Obispo	60	4
Ramada San Luis Obispo	61	3
San Simeon Lodge	61	1
Rose Garden Inn - San Luis Obispo	64	1
La Cuesta Inn	70	4
Pismo Lighthouse Suites	70	3
Silver Surf Motel	72	1
Lexington Inn - San Luis Obispo	75	1
Lamplighter Inn & Suites	77	1
Cottage Inn by the Sea	80	1
Hampton Inn & Suites Arroyo Grande	84	1
Cavalier Oceanfront Resort	90	2
The Oaks Hotel & Suites	90	2

Holiday Inn Express San Luis Obispo	100	1
Shore Cliff Hotel	100	2
Silver Surf Motel	100	1
		Total: 39

101+ Rooms

Property	Rooms	# of Bookings
Apple Farm Inn	104	1
Best Western PLUS Black Oak	110	1
Best Western Plus Royal Oak	110	1
Best Western Casa Grande Inn	114	1
Motel 6 Atascadero	117	1
Motel 6 San Luis Obispo South	117	1
Hilton Garden Inn San Luis Obispo/Pismo Beach	120	1
Motel 6 Pismo Beach	136	1
Cambria Pines Lodge	152	1
SeaCrest Oceanfront Hotel	158	5
Embassy Suites San Luis Obispo	195	1
		Total: 15

Total Bookings: 125

Breakdown:

1-25 Rooms: 35 bookings (28%)

26-50 Rooms: 36 bookings (29%)

51-100 Rooms: 39 bookings (31%)

101+ Rooms: 15 bookings (12%)

*Includes international reservations from Iceland, United Kingdom, France, Germany, Canada and Italy.

VSC BOOKING.COM RESERVATIONS by Community

March 2016 - March 2017

Arroyo Grande

Property	Rooms	# of Bookings
Hampton Inn & Suites Arroyo Grande	84	1
Best Western Casa Grande Inn	114	1
Total: 2		

Atascadero

Property	Rooms	# of Bookings
Motel 6 Atascadero	117	1
Carlton Hotel	52	1
Vino Inn & Suites	27	1
Total: 3		

Avila Beach

Property	Rooms	# of Bookings
Avila La Fonda Hotel	28	1
Avila Village Inn	30	2
Avila Lighthouse Suites	54	1
Total: 4		

Cambria

Property	Rooms	# of Bookings
J Patrick House Bed and Breakfast Inn	8	1
Olallieberry Inn Bed and Breakfast	12	1
Little Sur Inn	17	2
White Water Inn	17	1
Moonstone Landing	29	1
Bluebird Inn	37	1
Fireside Inn on Moonstone Beach	46	1
Pelican Inn & Suites	48	1
Oceanpoint Ranch	58	1
Cambria Pines Lodge	152	1
Total: 11		

Cayucos

Property	Rooms	# of Bookings
Beachwalker Inn Cayucos	24	3
Cayucos Beach Inn	37	1
		Total: 4

Grover Beach

Property	Rooms	# of Bookings
Pacific Inn	3	1
		Total: 1

Morro Bay

Property	Rooms	# of Bookings
Morro Bay Sandpiper Inn	21	4
Bay View Inn - Morro Bay	22	2
Morro Shores Inn And Suites	30	1
Pacific Shores Inn - Morro Bay	30	2
Sea Air Inn - Downtown Morro Bay	30	3
Ascot - Inn at the Rock	32	2
Best Western Plus San Marcos Inn	32	1
456 Embarcadero Inn & Suites	33	3
Coastal Breeze Inn	22	1
Rockview Inn and Suites	31	1
		Total: 22

Paso Robles

Property	Rooms	# of Bookings
Inn Paradiso	12	1
Farmhouse Motel	24	2
La Bellasera Hotel & Suites	60	1
The Oaks Hotel & Suites	90	1
Best Western PLUS Black Oak	110	1
		Total: 6

Pismo Beach

Property	Rooms	# of Bookings
Beach House Inn & Suites	15	1

Beachwalker Inn & Suites	24	1
Inn at the Cove	50	3
Dolphin Bay Resort and Spa	54	1
Pismo Lighthouse Suites	70	3
Cottage Inn by the Sea	80	1
Shore Cliff Hotel	100	2
Hilton Garden Inn San Luis Obispo/Pismo Beach	120	1
Motel 6 Pismo Beach	136	1
SeaCrest Oceanfront Hotel	158	5
		Total: 19

San Luis Obispo

Property	Rooms	# of Bookings
Villa Motel	22	1
San Luis Creek Lodge	25	6
Budget Inn	27	1
San Luis Inn and Suites	35	1
Peach Tree Inn	37	2
Inn at San Luis Obispo	39	2
Super 8 San Luis Obispo	49	2
Avenue Inn Downtown San Luis Obispo	51	5
Vagabond Inn San Luis Obispo	60	4
Ramada San Luis Obispo	61	3
Rose Garden Inn - San Luis Obispo	64	1
La Cuesta Inn	70	4
Lexington Inn - San Luis Obispo	75	1
Lamplighter Inn & Suites	77	1
Holiday Inn Express San Luis Obispo	100	1
Apple Farm Inn	104	1
Best Western Plus Royal Oak	110	1
Motel 6 San Luis Obispo South	117	1
Embassy Suites San Luis Obispo	195	1
Garden Street Inn	13	2
HI - San Luis Obispo Hostel	28	1
Los Padres Inn	16	1
		Total: 43

San Simeon

Property	Rooms	# of Bookings
The Morgan Hotel San Simeon	8	1

Sands by the Sea Motel	33	1
Days Inn San Simeon	48	1
San Simeon Lodge	61	1
Silver Surf Motel	72	1
Cavalier Oceanfront Resort	90	2
Silver Surf Motel	100	1
		Total: 8

VSC BOOKING.COM RESERVATIONS by Month

March 2016 - March 2017

March-16

Booked Date	Lodging Property	Lodging Type	City
3/18/2016	J Patrick House Bed and Breakfast Inn	Bed and Breakfast	Cambria
3/24/2016	Cayucos Beach Inn	Hotel	Cayucos
3/6/2016	Rockview Inn and Suites	Motel	Morro Bay
3/29/2016	Best Western PLUS Black Oak	Hotel	Paso Robles
3/7/2016	SeaCrest Oceanfront Hotel	Hotel	Pismo Beach
3/21/2016	SeaCrest Oceanfront Hotel	Hotel	Pismo Beach
3/28/2016	SeaCrest Oceanfront Hotel	Hotel	Pismo Beach
3/29/2016	Pismo Lighthouse Suites	Hotel	Pismo Beach
3/7/2016	Super 8 San Luis Obispo	Hotel	San Luis Obispo
3/8/2016	San Luis Creek Lodge	Guest accommodation	San Luis Obispo
3/29/2016	Lamplighter Inn & Suites	Hotel	San Luis Obispo
3/30/2016	Peach Tree Inn	Guest accommodation	San Luis Obispo

April-16

Booked Date	Lodging Property	Lodging Type	City
4/30/2016	Monterey Surf Inn	Motel	Monterey
4/9/2016	Morro Bay Sandpiper Inn	Guest accommodation	Morro Bay
4/9/2016	456 Embarcadero Inn & Suites	Guest accommodation	Morro Bay
4/9/2016	Pismo Lighthouse Suites	Hotel	Pismo Beach
4/10/2016	Inn at the Cove	Hotel	Pismo Beach
4/26/2016	Inn at the Cove	Hotel	Pismo Beach
4/11/2016	Inn at San Luis Obispo	Hotel	San Luis Obispo
4/30/2016	Garden Street Inn	Bed and Breakfast	San Luis Obispo
4/30/2016	San Luis Creek Lodge	Guest accommodation	San Luis Obispo
4/30/2016	Days Inn San Simeon	Motel	San Simeon
4/30/2016	Cavalier Oceanfront Resort	Hotel	San Simeon
4/21/2016	Holiday Inn Hotel & Suites Santa Maria	Hotel	Santa Maria

May-16

Booked Date	Lodging Property	Lodging Type	City
5/11/2016	White Water Inn	Hotel	Cambria

5/28/2016	Oceanpoint Ranch	Hotel	Cambria
5/1/2016	Pelican Inn	Motel	Monterey
5/27/2016	Stargazer Inn and Suites	Motel	Monterey
5/3/2016	Morro Bay Sandpiper Inn	Guest accommodation	Morro Bay
5/23/2016	456 Embarcadero Inn & Suites	Guest accommodation	Morro Bay
5/27/2016	Sea Air Inn - Downtown Morro Bay	Motel	Morro Bay
5/14/2016	Shore Cliff Hotel	Hotel	Pismo Beach
5/11/2016	Motel 6 San Luis Obispo South	Hotel	San Luis Obispo
5/24/2016	Best Western Plus Royal Oak	Hotel	San Luis Obispo

June-16

Booked Date	Lodging Property	Lodging Type	City
6/26/2016	Motel 6 Atascadero	Hotel	Atascadero
6/16/2016	Avila Village Inn	Hotel	Avila Beach
6/21/2016	Avila Village Inn	Hotel	Avila Beach
6/21/2016	Bluebird Inn	Guest accommodation	Cambria
6/2/2016	Beachwalker Inn Cayucos	Motel	Cayucos
6/4/2016	Beachwalker Inn Cayucos	Motel	Cayucos
6/3/2016	Coastal Breeze Inn	Motel	Morro Bay
6/26/2016	Morro Bay Sandpiper Inn	Guest accommodation	Morro Bay
6/6/2016	The Oaks Hotel & Suites	Hotel	Paso Robles
6/6/2016	Pismo Lighthouse Suites	Hotel	Pismo Beach
6/8/2016	Vagabond Inn San Luis Obispo	Hotel	San Luis Obispo
6/9/2016	San Luis Creek Lodge	Guest accommodation	San Luis Obispo
6/21/2016	Avenue Inn Downtown San Luis Obispo	Guest accommodation	San Luis Obispo

July-16

Booked Date	Lodging Property	Lodging Type	City
7/17/2016	Best Western Casa Grande Inn	Hotel	Arroyo Grande
7/31/2016	Pelican Inn & Suites	Hotel	Cambria
7/25/2016	Beachwalker Inn Cayucos	Motel	Cayucos
7/28/2016	Pacific Inn	Motel	Grover Beach
7/7/2016	Bay View Inn - Morro Bay	Hotel	Morro Bay
7/18/2016	Sea Air Inn - Downtown Morro Bay	Motel	Morro Bay
7/7/2016	Inn at the Cove	Hotel	Pismo Beach
7/29/2016	Beachwalker Inn & Suites	Hotel	Pismo Beach
7/1/2016	Super 8 San Luis Obispo	Hotel	San Luis Obispo
7/2/2016	Ramada San Luis Obispo	Hotel	San Luis Obispo
7/8/2016	La Cuesta Inn	Hotel	San Luis Obispo

7/25/2016	Avenue Inn Downtown San Luis Obispo	Guest accommodation	San Luis Obispo
7/31/2016	Peach Tree Inn	Guest accommodation	San Luis Obispo
7/12/2016	San Simeon Lodge	Hotel	San Simeon

August-16

Booked Date	Lodging Property	Lodging Type	City
8/23/2016	Olallieberry Inn Bed and Breakfast	Bed and Breakfast	Cambria
8/5/2016	Morro Shores Inn And Suites	Motel	Morro Bay
8/2/2016	Motel 6 Pismo Beach	Hotel	Pismo Beach
8/2/2016	La Cuesta Inn	Hotel	San Luis Obispo
8/2/2016	San Luis Creek Lodge	Guest accommodation	San Luis Obispo
8/2/2016	San Luis Creek Lodge	Guest accommodation	San Luis Obispo
8/6/2016	Avenue Inn Downtown San Luis Obispo	Guest accommodation	San Luis Obispo
8/12/2016	Vagabond Inn San Luis Obispo	Hotel	San Luis Obispo
8/17/2016	Avenue Inn Downtown San Luis Obispo	Guest accommodation	San Luis Obispo
8/20/2016	Ramada San Luis Obispo	Hotel	San Luis Obispo
8/23/2016	Silver Surf Motel	Motel	San Simeon

September-16

Booked Date	Lodging Property	Lodging Type	City
9/3/2016	456 Embarcadero Inn & Suites	Guest accommodation	Morro Bay
9/1/2016	SeaCrest Oceanfront Hotel	Hotel	Pismo Beach
9/9/2016	Cottage Inn by the Sea	Guest accommodation	Pismo Beach
9/2/2016	Los Padres Inn	Motel	San Luis Obispo
9/10/2016	Ramada San Luis Obispo	Hotel	San Luis Obispo
9/28/2016	La Cuesta Inn	Hotel	San Luis Obispo
9/28/2016	Vagabond Inn San Luis Obispo	Hotel	San Luis Obispo
9/29/2016	Budget Inn	Motel	San Luis Obispo
9/14/2016	Cavalier Oceanfront Resort	Hotel	San Simeon

October-16

Booked Date	Lodging Property	Lodging Type	City
10/19/2016	Carlton Hotel	Hotel	Atascadero
10/13/2016	Bay View Inn - Morro Bay	Hotel	Morro Bay
10/5/2016	The Oaks Hotel & Suites	Hotel	Paso Robles
10/11/2016	Farmhouse Motel	Motel	Paso Robles
10/13/2016	Hilton Garden Inn San Luis Obispo/Pismo Beach	Hotel	Pismo Beach
10/13/2016	La Cuesta Inn	Hotel	San Luis Obispo

November-16

Booked Date	Lodging Property	Lodging Type	City
11/1/2016	Hampton Inn & Suites Arroyo Grande	Hotel	Arroyo Grande
11/16/2016	Avila Lighthouse Suites	Hotel	Avila Beach
11/3/2016	Fireside Inn on Moonstone Beach	Hotel	Cambria
11/7/2016	SeaCrest Oceanfront Hotel	Hotel	Pismo Beach
11/11/2016	Shore Cliff Hotel	Hotel	Pismo Beach
11/7/2016	Vagabond Inn San Luis Obispo	Hotel	San Luis Obispo
11/14/2016	Rose Garden Inn - San Luis Obispo	Hotel	San Luis Obispo
11/18/2016	Silver Surf Motel	Motel	San Simeon

December-16

Booked Date	Lodging Property	Lodging Type	City
12/10/2016	Moonstone Landing	Hotel	Cambria
12/17/2016	Apple Farm Inn	Hotel	San Luis Obispo

January-17

Booked Date	Lodging Property	Lodging Type	City
1/5/2017	Cambria Pines Lodge	Guest accommodation	Cambria
1/23/2017	Little Sur Inn	Hotel	Cambria
1/9/2017	Inn Paradiso	Guest accommodation	Paso Robles
1/16/2017	Dolphin Bay Resort and Spa	Resort	Pismo Beach
1/12/2017	Travelodge Redding	Motel	Redding
1/25/2017	San Luis Inn and Suites	Motel	San Luis Obispo
1/30/2017	Embassy Suites San Luis Obispo	Hotel	San Luis Obispo

February-17

Booked Date	Lodging Property	Lodging Type	City
2/11/2017	Avila La Fonda Hotel	Hotel	Avila Beach
2/27/2017	Little Sur Inn	Hotel	Cambria
2/1/2017	Sea Air Inn - Downtown Morro Bay	Motel	Morro Bay
2/16/2017	Pacific Shores Inn - Morro Bay	Motel	Morro Bay
2/18/2017	Avenue Inn Downtown San Luis Obispo	Guest accommodation	San Luis Obispo
2/19/2017	San Luis Creek Lodge	Guest accommodation	San Luis Obispo
2/25/2017	HI - San Luis Obispo Hostel	Hostel	San Luis Obispo
2/28/2017	Garden Street Inn	Bed and Breakfast	San Luis Obispo
2/5/2017	The Morgan Hotel San Simeon	Hotel	San Simeon
2/18/2017	Sands by the Sea Motel	Motel	San Simeon

March-17

Booked Date	Lodging Property	Lodging Type	City
3/25/2017	Vino Inn & Suites	Motel	Atascadero
3/23/2017	Ascot - Inn at the Rock	Hotel	Morro Bay
3/25/2017	Pacific Shores Inn - Morro Bay	Motel	Morro Bay
3/26/2017	Ascot - Inn at the Rock	Hotel	Morro Bay
3/27/2017	Best Western Plus San Marcos Inn	Guest accommodation	Morro Bay
3/28/2017	Farmhouse Motel	Motel	Paso Robles
3/29/2017	La Bellasera Hotel & Suites	Hotel	Paso Robles
3/24/2017	Beach House Inn & Suites	Hotel	Pismo Beach
3/6/2017	Villa Motel	Motel	San Luis Obispo
3/24/2017	Inn at San Luis Obispo	Hotel	San Luis Obispo
3/28/2017	Holiday Inn Express San Luis Obispo	Hotel	San Luis Obispo
3/31/2017	Lexington Inn - San Luis Obispo	Hotel	San Luis Obispo
3/12/2017	Montecito Inn	Hotel	Santa Barbara