



Visit SLO CAL Marketing Committee Retreat
Tuesday, March 11, 2025
8:30 am – 5 pm
Niner, Paso Robles

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

CONSENT AGENDA – *motion required*

3. Approval January 14, 2025 Marketing Committee Minutes

Staff will ask for Committee approval of the January 14, 2025 Meeting Minutes.

VP OF MARKETING REPORT

M. Cano

4. Visit SLO CAL VP of Marketing Report

VP of Marketing will provide an update on items of committee interest.

BUSINESS ITEMS

M. Cano

5. Introductions & Discussion Overview

The Committee, Visit SLO CAL agencies (The Shipyard, MMGY-NJF, Pensara) and guests will introduce themselves and staff will outline the goals and priorities for the day's agenda.

6. Marketing Committee Feedback Overview

Staff will share survey results and the Committee will discuss.

7. Setting the Stage: PART 1

Staff and agencies will present a recap of the current marketing programs and performance to date, with year-over-year trendlines and themes.

8. Setting the Stage: PART 2

Staff and agencies will present travel trends for 2025, and key trends across paid, owned and earned media.

- a) *Travel Trends 2025 (The Shipyard)*
- b) *Paid Media Trends (The Shipyard)*
- c) *Earned Media Trends (MMGY-NJF)*
- d) *Social Media Trends (Pensara)*

9. Break (15 min)

10. Breakout Session #1 & Report-out

The Committee will break into small groups to discuss ways in which these trends can be leveraged within the marketing program moving forward.

11. Social Strategy Evolution

Pensara will present the updated social media strategy direction.

12. Lunch (45 min)

13. Brand Campaign Concept

Staff and agencies will present the new brand campaign concept, Detour-ists Welcome.

14. Breakout Session #2 & Report-out

The Committee will break out into small groups to discuss and develop SLO CAL detours.

15. Break (15 min)

16. FY26 Co-Op Partnership Opportunities

Staff, agencies and the Committee will discuss opportunities for continued advancement.

17. Wrap Up and Next Steps

ADJOURN

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Megan Leininger at (805) 541-8000 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. The agenda will be made available for public inspection at Visit SLO CAL's Office located at 81 Higuera St, Suite 220, San Luis Obispo, CA 93401 and online at slocal.com. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited, and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Committee. The agenda provides a general description and staff recommendations; however, the Marketing Committee may take action other than what is recommended.