



# AGENDA

## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting

Tuesday, April 10, 2018

8:30 am - 10:30 am

Hampton Inn, San Luis Obispo

1530 Calle Joaquin, San Luis Obispo, CA 93405

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

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – <i>motion required</i>	B. Burnham
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3. Approval of March 13, 2018 Marketing Committee Retreat Minutes  
*Staff will ask for Committee approval of the March 2018 Marketing Committee Retreat Minutes.*

BUSINESS ITEMS	B. Burnham
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4. Advertising & Marketing Update (30 min)  
*Staff will review the progress on current sales efforts, the paid media campaign, earned (PR) efforts and owned media efforts.*
5. Marketing Committee Applications (30 min) – *motion required*  
*The Committee will review applications, discuss qualifications and vote on a recommendation to the Board of Directors.*
6. Marketing Discussions (45 min)
  - a. Reporting Deep-Dive  
*Staff will review and Committee will discuss reporting for ad campaign and PR Trendkite reporting.*

### 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 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 Strategic Marketing Committee Retreat

#### Meeting Minutes

Tuesday, March 13, 2018

8:30am

Avila Beach Golf Resort

6464 Ana Bay Drive, Avila Beach, CA 93424

**1. CALL TO ORDER:** Brooke Burnham

**PRESENT:** Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Christen Goldie, Gordon Jackson, Jennifer Little, Heather Muran, Jennifer Porter, John Sorgenfrei, Danna Stroud, Jill Tweedie

**ABSENT:** Lori Keller

**STAFF PRESENT:** Chuck Davison, Brooke Burnham, Yarina Valverde, Jordan Carson

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**Call to Order at 8:41 am.**

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

None.

**CONSENT AGENDA**

**3. Approval of February 13, 2018 Marketing Committee Minutes**

Public Comment – None.

Committee Discussion.

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

**Motion carried: 10:0:3**  
**Cano, Little, Allen abstained.**  
**Banish and Brennan arrived after the motion.**

**4. Agency Presentations**

Visit SLO CAL's agencies, BCF, Turner Public Relations and Goodway Group, presented industry trends and insights from VSC campaigns and initiatives.

Public Comment – None.

Committee Discussion.

## **5. Visit SLO CAL Update & Visit California Overview**

Burnham reviewed Visit SLO CAL's personas, brand pillars, target markets, current initiatives, 2018 marketing priorities and current issues. Burnham also reviewed Visit California's marketing funnel, current and ongoing initiatives.

Public Comment – None

Committee Discussion.

## **6. Discussion: Funnel & Alignment**

Burnham reviewed collective answers from the Marketing Committee Questionnaire and discussed areas of alignment, barriers, ways to emulate VCA initiatives and reviewed VSC's brand ambassador program.

Public Comment – None.

Committee Discussion.

## **7. Discussion: Reducing Duplication**

Burnham reviewed co-op marketing opportunities, asset development initiatives and ways in which VSC and partner DMOs can reduce duplication and take part in future VSC initiatives.

Public Comment – None.

Committee Discussion.

## **8. Recap & Review Action Steps**

Burnham recapped key takeaways and set next steps.

Public Comment – None.

Committee Discussion.

## **Adjournment**

Meeting adjourned at 2:32 pm.



## VISIT SLO CAL

# MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Alana Beal  
COMPANY: Pasolivo  
ADDRESS: 8530 Vineyard Dr.  
PHONE: 805-227-0186 EMAIL: abeal@pasolivo.com  
TOTAL YEARS IN TOURISM INDUSTRY: 5

### TOURISM-RELATED MARKETING EXPERIENCE:

For the past five years I have been involved in the tourism industry through food and wine in both San Luis Obispo and Santa Barbara Counties. My experience includes social media, event planning, email marketing, and much more. Being a native of the Central Coast I have a deep love and appreciation for this area and align myself with organizations that want to share all the wonderful things that are here!

## Employment History

CURRENT EMPLOYER: Pasolivo Olive Oil YRS OF SERVICE: 2  
TITLE: Club Manager  
PAST EMPLOYER: Sanford Winery and Vineyards YRS OF SERVICE: 2  
TITLE: Event Coordinator

## Community/Board Involvement

ORGANIZATION: One Cool Earth TITLE: Volunteer  
DATES OF INVOLVEMENT: Current  
ORGANIZATION: Santa Barbara Vintners Asso. TITLE: Member  
DATES OF INVOLVEMENT: February 2014 - February 2016  
ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_  
DATES OF INVOLVEMENT: \_\_\_\_\_

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to [Brendan@SLOCAL.com](mailto:Brendan@SLOCAL.com). For more information, contact Visit SLO CAL at (805) 541-8000.

Dear VSC Board of Directors and Staff,

I am delight to apply and seek your consideration for the Visit SLO CAL Marketing Committee. I believe that I am an ideal candidate and my skills, experience and connection to the community can complement this committee. With over five years of experience in businesses related to food, wine, and hospitality I have a strong connection to a leading industry in our county. As a native of the Central Coast I have a deep sense of what makes this area so special and would be delighted to serve on a committee that is committed to sharing just how amazing San Luis Obispo County is.

Currently I am the Club Manager at Pasolivo Olive Oil in Paso Robles, CA. We are an award winning olive oil producer with two locations in the county offering tasting, tours, and specialty food items. My role at Pasolivo is to be the main contact between our club members and Pasolivo. This role is more than scheduling shipments, updating information, and answering any question our members may have. I strive to give our members (and anyone who visits Pasolivo) a memorable experience and make lasting impressions that keep them connected to us. From social media, email marketing and visits to the tasting room, it's important to keep our message cohesive and aligned and I believe that is what you are trying to achieve with the Visit SLO CAL Marketing Committee.

Outside of Pasolivo and working in the city of Paso Robles, I am a resident of San Luis Obispo. Living and working in these communities has given me a strong sense of what this county has to offer to everyone, no matter the amount of time spent here. I would like to bring my strong communication, group organization and marketing skills to the SLO CAL Marketing Committee table and look forward to the opportunity to be considered for this role.

Sincerely,

Alana Beal

# Alana Beal

Hospitality professional who possesses strong communication and sales skills seeking a position where organization, creativity, and a team environment is valued.

968 Walnut St., Apt A  
San Luis Obispo, CA  
93401  
(805) 621-3328  
alanarae7@gmail.com

## EXPERIENCE

### **Pasolivo, Paso Robles, CA — Club Manager**

February 2016 - PRESENT

- Maintain day-to-day communication aspects of 5,000+ club membership including phone calls, personal emails, etc. necessary for excellent customer service.
- Strategize club growth and sales including incentives and benefits for club members, club shipments, retention, etc.
- Manage online club sales programs including customer database and online website updates.
- Create content directly with immediate manager for website, emails, social media, and print media sent to club members and email subscribers.
- Provide excellent service and create relationships with members while also meeting sales goals.

### **Sanford Winery & Vineyards, Lompoc, CA — Event Coordinator**

July 2014 - February 2016

- Coordinated special events ranging in size from 2 to 300 guests
- Managed budgets for events and department
- Created specialized event proposals, contracts, and advertising materials
- Assisted in the development of new event experiences and package offerings
- Maintained and developed relationships with vendors, local wineries, and clients

### **Au Bon Climat, Santa Barbara, CA — Tasting Room Associate**

November 2013 - July 2014

- Provided guests with a tasting room experience
- Assisted manager in wine club, shipping, and daily reporting duties
- Created a welcoming and inviting environment to encourage sales and club sign-ups.

## EDUCATION

### **University of California, Santa Barbara, Santa Barbara, CA — B.A. Sociology**

Graduated June 2013

## SKILLS

Event Planning and  
Coordination

Social Media including  
Facebook, Instagram  
and Twitter

Proficient in Microsoft  
Office - Word, Excel,  
Powerpoint

Hospitality and  
Customer Relations

Customer Database  
Management

Time Management



## VISIT SLO CAL

### MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Shari Clark  
COMPANY: Parker Sanpei Hospitality Marketing  
ADDRESS: 641 Higuera Street San Luis Obispo, CA 93401  
PHONE: 805 543 2288 EMAIL: shari@parkersanpei.com  
TOTAL YEARS IN TOURISM INDUSTRY: 10+

#### TOURISM-RELATED MARKETING EXPERIENCE:

I have worked with several SLO County TBID's (City of Arroyo Grande, City of Morro Bay and City of SLO) over the years. I have serviced these accounts in a comprehensive manner fulfilling a myriad of marketing needs including media planning, creative projects, marketing strategies, branding and campaign rollouts.

### Employment History

CURRENT EMPLOYER: Parker Sanpei YRS OF SERVICE: 1 month  
TITLE: Marketing Executive  
PAST EMPLOYER: BCA YRS OF SERVICE: 15 years  
TITLE: Account Executive

### Community/Board Involvement

ORGANIZATION: Visit SLO CAL Marketing Committee TITLE: Member  
DATES OF INVOLVEMENT: 2017-2018  
ORGANIZATION: SLO Chamber of Commerce TITLE: Ambassador  
DATES OF INVOLVEMENT: 2012  
ORGANIZATION: Campfire of Central Coast California TITLE: Leader  
DATES OF INVOLVEMENT: 2007-2012

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*Parker Sanpei*

March 15, 2018

Visit SLO CAL

Re: Visit SLO CAL Marketing Committee Application

Hello,

I am excited about the prospect of serving on the Visit SLO CAL Marketing Committee on behalf of Parker Sanpei Hospitality Marketing. I have 10+ years of tourism marketing and media planning experience. I have led marketing strategies for City of Morro Bay TBID, City of Arroyo Grande TBID and City of San Luis Obispo TBID over the years. I know the importance of the collaboration between Visit SLO CAL and all of the TBIDs/DMOs in SLO County and I would love to be able to be a part of the strategic partnership.

I have recently joined Parker Sanpei as Marketing Executive and in my new role, I will be expanding Parker Sanpeis' successes in tourism, hospitality, wine, culinary and luxury product sectors. I have worked in marketing and media planning for over 20 years and I believe in the strength of integrated marketing. I have worked in tourism marketing consistently for the past 10 years and it has become my passion. I am a huge proponent of staying on top of current marketing and media trends, consumer behavior and overall tourism nuance. I believe I can provide valuable input if chosen to be on the Visit SLO CAL marketing committee and I am excited about the possibilities.

Please see my application and resume for further information on my background, past and current endeavors as related to marketing and media planning. Please feel free to contact me if you need additional information.

Thanks for your consideration,

*Shari Clark*  
Shari Clark

Parker Sanpei

[shari@parkersanpei.com](mailto:shari@parkersanpei.com)

Office (805) 543-2288

Cell (805) 748-5125

**Shari L. Clark**  
[shari@parkersanpei.com](mailto:shari@parkersanpei.com)  
805-543-2288

**Professional Summary**

Highly experienced account executive and media planner with an exceptional record of client satisfaction. Excellent skills in all facets of marketing, communications and public relations. Highly motivated in seeking new business and researching new industry trends. Keen eye for statistical analysis and results. Excellent communication skills and collaborative team player. Over 20 years of experience executing high level media plans and strategic marketing tactics for a diverse client base, with an emphasis in tourism and destination marketing.

**Qualifications**

- Exceptional marketing, branding, communications and strategic planning skills.
- Ability to manage high level media buying projects from concept to purchasing
- Keen eye to industry trends, database management and statistical analysis.
- Excellent oral and written communication skills
- Creative problem solver ensuring that success is achieved through strategic planning
- Outstanding expertise in reporting and tracking communications results
- Expertise in client liaison and consultation
- Experience in new business development in multiple arenas

**Experience**

**Parker Sanpei Hospitality Marketing - 2018**

**Marketing Executive**

- Recently hired to expand marketing and media planning business specific to tourism

**Barnett, Cox and Associates – San Luis Obispo, CA 2003 – 2017**

**Account Executive and Media Planning Director**

- Provided strategic marketing, public relations and media strategies to clients / prospective clients
- Negotiated successful media plans for clients ensuring cost efficiency and successful outcomes
- Successfully obtained new clients utilizing research tactics, innovative proposal and presentation techniques
- Collaborated with account managers and graphics team to achieve results on time and on budget
- Analyzed research data, analytics and media results to ensure efficiency and success
- Successfully managed diverse client list in media, marketing and public relations

**Malcolm DeMille Inc. – Santa Maria, CA 2001 – 2003**

**Sales and Marketing Manager**

- Developed national and international marketing plan for growing golf industry company
- Handled multiple international sales projects

**Education**

Humboldt State University / English Major / Arcata, CA

**Memberships**

Visit SLO CAL Marketing Committee  
Camp Fire Central Coast of California



## VISIT SLO CAL

### MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Lindsey Hartig  
COMPANY: Martin Resorts  
ADDRESS: 1201 Palm St. SLO, CA 93401  
PHONE: 805-547-2720 EMAIL: lindseyh@martinresorts.com  
TOTAL YEARS IN TOURISM INDUSTRY: 7

#### TOURISM-RELATED MARKETING EXPERIENCE:

Execute digital advertising campaigns for 5 hotels on the central coast. Emphasis on public relations and social media marketing for Martin Resorts for the past 5 years.

#### Employment History

CURRENT EMPLOYER: Martin Resorts YRS OF SERVICE: 5.5  
TITLE: Marketing Manager  
PAST EMPLOYER: Sycamore Mineral Springs YRS OF SERVICE: 2  
TITLE: Front Desk Agent

#### Community/Board Involvement

ORGANIZATION: Cal Poly Alumni Association TITLE: Member  
DATES OF INVOLVEMENT: June 2012 - Present  
ORGANIZATION: HSMIA Central Coast TITLE: Member  
DATES OF INVOLVEMENT: June 2013 - June 2014  
ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_  
DATES OF INVOLVEMENT: \_\_\_\_\_

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Dear Visit SLO CAL Board of Directors, Marketing Committee and Team,

I would like to apply for the position of Marketing Committee Member with Visit SLO CAL. I am a passionate marketing professional with a background in hotel marketing and would love the chance to serve Visit SLO CAL's Marketing Committee.

I began my hospitality journey as a front desk agent at Sycamore Mineral Springs while attending Cal Poly. Having daily interactions with guests visiting the area, gave me a unique perspective that I was able to apply in my hotel marketing career. After graduating from Cal Poly with my degree in Recreation, Parks and Tourism Administration with a concentration in Travel and Tourism, I began my career at Martin Resorts as a marketing intern. Over the last 5 years, I've had the opportunity to hold many positions in the Marketing Department and now hold the Marketing Manager position at the company.

My experience has an emphasis on digital advertising, public relations and social media marketing. I've facilitated the execution of successful marketing campaigns to raise brand awareness and profitability for all five hotels in the Martin Resorts collection. With this background and knowledge I believe I would serve as an excellent Marketing Committee member to Visit SLO CAL. Martin Resorts represents 3 different communities on the Central Coast, Pismo Beach, Paso Robles, and Avila Beach and with our management company, Martin Hospitality Management, we've expanded into a new community, Los Osos/Baywood Park. Representing 4 different communities, allows me to think about marketing for the County more broadly than just representing one community.

I've spent the last 8 months attending Visit SLO CAL Marketing Committee meetings as a member of the public and feel like because of this time that I've dedicated, I'm up to speed on the goals, objectives, strategies and tactics of the organization.

My attached resume provides additional details about my responsibilities as it pertains to my experience. If I can provide any additional information or answer questions, please do not hesitate to reach out to me personally.

In the interim, thank you for reviewing this application and for your time.

Warmly,

*Lindsey Hartig*

Lindsey Hartig

# Lindsey K. Hartig

## PROFILE

I have 5 years' experience in marketing with an emphasis on digital advertising, public relations and social media marketing. My focus and organization skills have facilitated the execution of successful marketing campaigns to raise business profile and profitability. My strong communication skills enable the leading and coordinating of cross functional teams resulting in quality work being completed prior to deadlines.



714.882.9656



lkhartig@gmail.com



[www.linkedin.com/in/lhartig](http://www.linkedin.com/in/lhartig)

## SKILLS

### PROFESSIONAL

Social Media Marketing  
Content Marketing  
Digital Marketing  
Google Analytics  
Project Management

### TECHNICAL

Adobe Creative Suite  
Microsoft Office Suite  
Social Media Sites

### PERSONAL

Creative  
Responsible  
Team Player  
Reliable  
Strong Communication Skills

## EDUCATION

### BACHELOR DEGREE

California Polytechnic State  
University, San Luis Obispo  
Recreation, Parks, & Tourism  
Administration  
2008-2012

## EXPERIENCE

**MARKETING MANAGER, July 2016 - present**  
**MARTIN RESORTS | SAN LUIS OBISPO, CA**

### *Responsibilities:*

- Develop and execute digital advertising campaigns.
- Key team member in redefining company's mission and values.
- Responsible for all internal marketing.
- Actively involved in defining the strategic vision for the company.
- Supervise Graphic Designer, Marketing Assistant and Marketing Interns.

### *Key Achievements:*

- Received Most Valuable Player Award for 2017
- Executed successful marketing campaigns to raise brand awareness and profitability.
- Successfully rebrand a branded hotel to a boutique independent hotel.

**MARKETING COORDINATOR, July 2014 – July 2016**  
**MARTIN RESORTS | SAN LUIS OBISPO, CA**

### *Responsibilities:*

- Develop and execute marketing strategy and campaigns.
- Design digital and print collateral for marketing campaigns.
- Coordinate between company, advertising vendors, and creative agency for each campaign.
- Provide training and supervision to Marketing interns.

### *Key Achievements:*

- Successfully strategized, planned and implemented social media campaigns for five hotels to increase brand awareness.
- Supervised 6 interns in the past year.
- Managed many projects at once and was the lead point of contact between multiple teams.

# Lindsey K. Hartig

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## STRENGTHSQUEST

Achiever  
Developer  
Empathy  
Responsibility

## AWARDS

2017- Most Valuable Player  
Awarded by Martin Resorts

Q2 2016- Outstanding  
Leadership Award  
Awarded by Martin Resorts

## EXPERIENCE - CONTINUED

MARKETING ASSISTANT, July 2013- July 2014  
MARTIN RESORTS | SAN LUIS OBISPO, CA

### *Responsibilities:*

- Collaborate with the marketing department to implement new campaigns.
- Create social media content for all Martin Resorts properties.
- Write press releases as required.
- Prepare monthly expense reports for Vice President, Sales and Marketing.

### *Key Achievements:*

- Gained confidence in social media marketing.
- Prepared creative content for 5 hotels across 6 different social media platforms.
- Gained expertise in communication and interpersonal skills.

MARKETING INTERN, July 2012 – July 2013  
MARTIN RESORTS | SAN LUIS OBISPO, CA

### *Responsibilities:*

- Write blog posts as needed.
- Assist with revenue management.
- Responsible for creating social media content for 2 hotels.

### *Key Achievements:*

- Researched best practices across all social media platforms.
- Strengthen written communication skills.

FRONT DESK ASSOCIATE, 2010 - 2012  
SYCAMORE MINERAL SPRINGS | SAN LUIS OBISPO, CA

### *Responsibilities:*

- Respond to customer queries and provide accurate information.
- Assist guests with Check-in and Check-out procedures.
- Provide quality customer service.
- Comply with health and safety regulations.

### *Key Achievements:*

- Commended for providing quality customer service and high level of customer satisfaction.