



MINUTES

Visit SLO CAL Marketing Committee

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Meeting Minutes

Tuesday, March 9, 2021

8:30 am - 10:00 am

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, Jocelyn Brennan, Molly Cano, Cheryl Cumming, Stacie Jacob, Lori Keller, Kathleen Naughton, Joel Peterson, Lindsey Roberts, Jill Tweedie

ABSENT: Gordon Jackson, John Sorgenfrei

STAFF PRESENT: Chuck Davison, Annie Frew, Ashley Mastako, Melissa Murray, Eric Parker, Vanessa Rodriguez

Call to order: 8:31 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

CONSENT AGENDA

3. Approval of February 9, 2021 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Cano/Banish to approve the February 8, 2021 Marketing Committee Minutes.

Motion Carried: 9:0:1

Arellano abstained. Peterson joined after the Consent agenda item.

4. Visit SLO CAL CEO Report

Davison provided an update of key takeaways from Visit California’s Outlook Forum which included research showing that travelers are spending time planning last minute road trips and “Revenge Spending”. He also let the Committee know that Highway 1 is projected to open early summer and that the board approved the Cal Poly Economic Impact and Oceano Dunes Economic Impact reports. He also gave an update on air service letting the Committee know that United has completely suspended March service to Los Angeles and that Alaska will re-launch both the San Diego flight and Portland flight in June. He let the Committee know that the Marketing Retreat has been scheduled for April 12th and 13th with more details to come.

Public Comment – None.

Committee Discussion – Jacob and Cano expressed interest in collaborating on upcoming flight launches.

BUSINESS ITEMS

5. Xplorit, Virtual Site Inspection Presentation

Greg Murtha gave an overview of the Xplorit platform which includes the ability for immersive storytelling, 360-degree content and time-lapse which can be used in virtual site inspections. Highlights include video allowing for self-selecting experiences that puts SLO CAL in an easy-to-understand geographical perspective.

Public Comment – None.

Committee Discussion – Peterson inquired about the cost which Davison said varies depending on partnerships with DMO's to build-out additional areas of interest. Keller wondered how else the content would be incorporated to which Davison replied that this could be used on Visit SLO CAL's website rebuild as well as tradeshow such as IPW. Jacob agreed that people are more visual and don't read anymore and how existing assets could be used.

6. Events & Festival Strategy Update

Frew introduced Melissa Murray, Project Manager who is working on pushing through this strategy tied to Experience SLO CAL 2050 and provided an overview of the scope of work which includes locating an experienced agency to lead this process. Frew gave an overview of goals which include identifying a working group and completing a comprehensive analysis of existing events and festivals and create a county-wide master calendar. Frew noted the importance of this strategy on a strategic level in order to reduce duplication and identify opportunities.

Public Comment – None

Committee Discussion – Cano asked what was needed from local municipalities and expressed interest in participating in a committee. Davison replied that municipalities would need to sign-on to ensure a consistent strategy. Peterson wondered about the timeline and how events will look post-COVID. Jacob asked where to submit feedback on the strategy and to also take into consideration previous events that have not been successful in the past. Cumming and Banish also expressed interest in being part of the Events & Festival working group.

7. Miles Presentation – Google My Business

Nate Huff gave an overview of the revised Google My Business program which allows destinations to buy a full day shoot and focuses on top ten priorities for DMO's rather than a list of un-claimed businesses. He let the Committee know that this was an important program to continue as there has been a lot of positive progress and that with the new strategy there would be more targeted outreach and support.

Public Comment – None.

Committee Discussion - Cumming asked how to move forward and what the top-ten priorities would be. Huff responded that the top-ten would be businesses missing key attributes and that communication should come from the DMO's as local leaders but Miles Partnership would be copied in to assist with follow-up. Banish appreciated the minimal number of tokens and updated scope.

Action: Moved by Cumming/Banish to approval the revised Google My Business Project Scope.

Motion Carried: 13:0:0

8. February Marketing & Trade Update

Due to time constraints, the Marketing & Trade update was sent to the Committee separately.

ADJOURNMENT

Adjourned at 10:00 am.