



# AGENDA

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting

Tuesday, October 13, 2020

8:30 am - 10:00 am

Video Conference – URL: <https://zoom.us/j/412892721> Meeting ID: 412 892 721

Call-in Phone Number (669) 900-6388

#### 1. CALL TO ORDER: Lisa Verbeck

**PRESENT:** James Allen, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Gordon Jackson, Stacie Jacob, Megan Leininger, Joel Peterson, John Sorengfrei, Jill Tweedie

**ABSENT:** Ashlee Akers, Lori Keller, Lindsey Roberts

**STAFF PRESENT:** Kyla Boast, Chuck Davison, Taylor Grantham, Ashley Mastako, Eric Parker, Vanessa Rodriguez, Lisa Verbeck

**AGENCY REPRESENTATIVES PRESENT:** Angela Berardino, TURNER PR; Brooke Burnham, Arrivalist; Kayla Coe, Miles Partnership; Katie Cook, Simpleview; Nate Huff, Miles Partnership; Jessica Ireland, Sunshine & Bourbon; Keith Ireland, Sunshine & Bourbon; Nilesh Patel, Sunshine & Bourbon; Mina Robertson, Miles Partnership; Jordan Spallas, Miles Partnership; Amber Steffens, TURNER PR; Ali Webb, Sunshine & Bourbon.

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Call to Order by Verbeck at 8:30 am.

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

None.

#### 3. Approval of September 8, 2020 Minutes

Public Comment – None

Committee Discussion – None

**ACTION:** Moved by Banish/Cano to approve the minutes

**Motion carried: 9:0:3  
Jacob, Arellano and Leininger abstained.**

#### 4. VSC Update

Verbeck updated the Marketing Committee on Visit SLO CAL staff changes. Visit SLO CAL recently welcomed Eric Parker as Digital Marketing Specialist and Annie Aguiñiga Frew as Director of Community Engagement and Advocacy. She also gave an update on the agency RFP process which includes seven agencies and will involve three Marketing Committee members who will help score the proposals. Additionally, she gave an update on VSC's Equity & Inclusion efforts and tracking.

## **BUSINESS ITEMS**

### **5. September Marketing & Trade Update**

Boast shared an update on recent trade efforts which included a virtual agriculture and culinary destination training and virtual adventure through SLO CAL. She will be attending Travel Weekly's Western U.S. Virtual Expo which will include ten one-to-one appointments. Currently working on upcoming sales workshop with Booking.com and Hotel Beds.

Keith Ireland, Sunshine & Bourbon, gave the Committee an update on creative including the current Visit California in-state campaign which features "The California Less Travelled" and included video units, social and paid search.

Kayla Coe, Miles Partnership, provided information on initial campaign performance and noted that volume and delivery were off to a strong start. Partner referrals were up 245% and the dedicated newsletter sent out to Visit California's audience had a 27% open rate.

Nate Huff, Miles Partnership, gave an update on Google DMO, a program designed to provide tools and tactics to improve the completeness, quality and accuracy of destination content across Google Maps, Destination Travel Guides and more. This program has seen significant participation in image uploads from communities, as well as information on the Google My Business checkup tool allowing businesses to login and self-assess in order to optimize their listing.

Rodriguez outlined the newsletter overhaul as well as the success of Instagram stories, which have created great engagement.

Katie Cook, Simpleview, provided an update on the website and said that September was looking strong and that Visit SLO CAL was currently pacing towards 2021 goals. Current priorities include working to optimize the website and providing recommendations for updating and creating content.

Amber Steffens, TURNER PR, gave a review of Q1 which included 21 articles focused on wellness and outdoor adventure. She also gave an update on the charcuterie board activation, which has already begun seeing media leads in response.

Mastako provided the Committee with an update on Spartan Race which is taking place April 9 & 10, Visit SLO CAL is currently working with multiple communities to upgrade the race to a US National Series, which would result in added marketing and exposure. She also gave an update on Google DMO program and let partners know that a list with unclaimed businesses and tokens would be distributed soon and that all partner listings would be upgraded to "enhanced listings" providing partners with a free added benefit and a better user experience for consumers.

Verbeck let the Committee know that there would be no December meeting.

Public Comment – None.

Committee Discussion – In regards to Spartan Race, Peterson questioned attendance and whether the event was going to be able to happen.

### **6. Marketing Committee Member Updates**

Sorgenfrei gave an update on their campaign with SF Gate, which included stories, a digital component and social media contest. He also updated Committee on the Pismo Beach Clam Festival, which is open for voting and features local restaurants.

Public Comment – None.

Committee Discussion – None.

## **ADJOURNMENT**

Meeting adjourned at 9:26 am