



## Visit SLO CAL Marketing Committee Meeting

Tuesday, July 15, 2025

8:30 am – 10:30 am

Visit SLO CAL Office: 81 Higuera St, Suite 220, San Luis Obispo, CA

### 1. CALL TO ORDER

**PRESENT:** Ashlee Akers, Jim Allen, Terrie Banish, Jessica Blanchfield, Sheridan Bohlken, Jacqui Clark-Charlesworth, Cheryl Cuming, Gordon Jackson, Stacie Jacob, Lori Keller, Kathleen Naughton, Courtney Pene, Lindsey Roberts, Linda Sanpei, Lynette Sonne, Jill Tweedie

**STAFF PRESENT:** Molly Cano, Lisa Belsanti, Kristen Carlson, Whitney Chaney, Mayla Lohnes, Alyssa Mano, Brooke Weisbecker, Lauren Miller, Megan Leininger, Theresa Nagai

**AGENCIES PRESENT:** Nick Evans (Pensara), Rachel Haik (Shipyard), John Risser (Shipyard), Beth Shaini (Shipyard), Maureen Thielen (Pensara)

**Call to order at 8:35 am**

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

Public Comment – None.

Committee Comment – None.

**CONSENT AGENDA** – *motion required*

### 3. Approval of May 20, 2025 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

**ACTION:** Moved by Jackson/Banish to approve the May 20, 2025 Marketing Committee Minutes.

**Motion carried: 14-0-1**

Pene arrived after vote. Tweedie abstained.

#### 4. Visit SLO CAL VP of Marketing Report

Cano welcomed new and returning committee members and provided updates on the next advisory committee meeting, the airport taxiway rehabilitation project, and the visitor profile study currently underway. Cano played the final *Sustainably SLO CAL* video featuring the Cal Poly Pismo Clam Project and noted that sustainability will be integrated into marketing efforts when appropriate. Cano also shared that all SLO CAL Michelin Guide stars and selections were maintained and that tickets for the SLO CAL Summit will launch in mid-August.

Public Comment – None.

Committee Discussion – Jacob inquired about Michelin's hotel selections and noted that individual destinations may be interested in partnering with Visit SLO CAL (VSC) to bring the California announcement ceremony to the region.

#### BUSINESS ITEMS

M. Cano

#### 5. Turns Well Taken Brand Campaign

Risser presented the pre-production scene matrix for the new brand campaign.

Public Comment – None.

Committee Discussion – Jackson asked about the timing of the production shoot. Thielen replied that it is scheduled for September 15–22. There was additional discussion around location selections and casting, which will feature local talent.

#### 6. FY 26 Paid Media Plan Part 1

Cano explained that Shipyard would present the media plan in two parts this fiscal year: Part 1 prior to the launch of the new brand campaign in February, and Part 2 following the launch. Shaini presented an overview of the target audience and demographic profile, with a focus on individuals with higher household incomes who are less affected by economic shifts. Although the majority of visitors come from drive markets, air markets remain important. Shaini also provided an overview of campaign parameters and media mix, including the new addition of Hopper to drive lower-funnel visitation.

Public Comment – None.

Committee Discussion – Akers sought clarification on the addition of Hopper to the media plan. Keller asked about the local nomenclature budget. Shaini replied that it is very small compared to the overall budget. Cano added that nomenclature media will run throughout the entire fiscal year, not just during Part 1.

## 7. Event Support Update

Cano and Mano presented an overview of the in-kind event sponsorship program and updates for the current fiscal year. Staff outlined the different levels of event support offered by VSC, emphasizing that in-kind sponsored events are not the only ones receiving marketing support.

Public Comment – None.

Committee Discussion – Bohlken requested the timeline for in-kind applications for the following year to allow for advance planning. Cano confirmed that the dates will likely remain consistent each year. Jacob emphasized the importance of considering events that drive overnight stays. Cano shared that staff would follow up with destination partners to ensure alignment on key events. Clark-Charlesworth inquired about updates on a countywide event calendar. Cano replied that VSC maintains an event calendar, but there is no integration solution available at this time.

## 8. FY 26 Content Programs

Evans provided an update on the social program and its strategic development in alignment with the upcoming brand evolution, with a focus on social-first campaign series that are also used in paid media. Thielen gave an overview of the upcoming series *Tapped into SLO CAL* and *Sounds of SLO CAL: Where Music Takes You*.

Public Comment – None.

Committee Discussion – Bohlken asked how individual destinations can be included in upcoming series. Thielen responded that the team is working to naturally incorporate each community, and while *Tapped into SLO CAL* is in partnership with Firestone Walker, it will not exclusively feature Paso Robles but will represent the entire region. Cano added that staff will keep the committee updated as planning continues.

## 9. Marketing, Sales & ESC 2050 Updates

VSC staff provided high-level updates as the meeting was running long. They shared information about the See Monterey partnership with the *How 2 Highway 1* campaign and noted the release of a new marketing and trade report format. Updates also included enhancements to the destination pages on SLOCAL.com, the latest *My SLO CAL* social episode featuring Dana, “The Surfing Goat Guy,” a recap of IPW, and the launch of *SLO CAL Welcome 2.0*.

Public Comment – None.

Committee Discussion – None.

**Next Meeting Marketing September 9, 2025**

**ADJOURN: 10:43 AM**