



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, September 8, 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

2. PUBLIC COMMENT (On Non-Agenda Items)

CEO UPDATE

C. Davison

3. Visit SLO CAL Update (15 minutes)

President and CEO will provide an update on Visit SLO CAL staffing and present the action steps that VSC is taking to advance its commitment to Equity and Inclusion as well as the associated metrics.

CONSENT AGENDA – <i>motion required</i>
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L. Verbeck

4. Approval of August 11, 2020 Minutes

Staff will ask for Committee approval of the August 2020 Meeting Minutes.

BUSINESS ITEMS

L. Verbeck

5. August Marketing & Trade Update (45 minutes)

Staff will review highlights from August and discuss current and future activities.

6. Marketing Committee Member Updates (20 minutes)

Marketing Committee members will share their fall marketing campaigns and activities.

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

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Minutes

Tuesday, August 11, 2020

8:30 am – 10:00 am

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

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1. CALL TO ORDER: Lisa Verbeck

PRESENT: Ashlee Akers, Jim Allen, Terrie Banish, Cheryl Cuming, Stacie Jacob, Lori Keller, Megan Leininger, Lindsey Roberts, Audrey Arellano, Jocelyn Brennan, Molly Cano, Joel Peterson, Jill Tweedie

ABSENT: Gordon Jackson, John Sorgenfrei

STAFF PRESENT: Chuck Davison, Lisa Verbeck, Derek Kirk, Kyla Boast, Taylor Grantham, Ashley Mastako

Call to Order at 8:31 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

Banish informed the Marketing Committee that Brew at the Zoo in Atascadero is going virtual in September.

3. Staffing Update

Verbeck informed the Marketing Committee that Visit SLO CAL hired a Digital Marketing Manager. Vanessa Rodriguez will be joining the team on August 17, 2020.

Public Comment – None.

Committee Discussion – None.

CONSENT AGENDA

4. Approval of June 9, 2020 Marketing Committee Meeting Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Banish/Allen to approve the Consent Agenda as presented.

**Motion carried: 11:0:2
Cano/Tweedie abstained.**

BUSINESS ITEMS

5. July Trade & Marketing Update

a. Marketing Update

Brooke Burnham, Senior Account Director at Arrivalist, shared Visit SLO CAL's end-of-year results from FY 2019/20. Kim Palmer, Google Program Director at Miles Partnership shared Visit SLO CAL's Google DMO 2.0 Audit. Verbeck provided an update on Visit SLO CAL Marketing Initiatives.

Public Comment – None.

Committee Discussion – Jacob asked if Visit SLO CAL could update its Open and Safe Toolkit with new images. Verbeck asked the Marketing Committee to confirm what the distribution would be. Verbeck noted the limited use of the current Open and Safe Toolkit.

b. Public Relations

Grantham informed the Marketing Committee on recent Visit SLO CAL Public Relations Initiatives.

c. Travel Trade Update

Boast updated the Marketing Committee on recent Visit SLO CAL Travel Trade initiatives.

6. Events & Festivals Strategy Update

Kirk shared overview of Events and Festival Strategy from Experience SLO CAL 2050 (formerly Destination Management Strategy).

Public Comment – None.

Committee Discussion – Peterson asked about cost associated, the benefits to Visit SLO CAL partners and the effect of COVID-19 on events and festivals. Jacob, Banish and Cuming expressed initial support of Proposal Option #2 utilizing a Strategic Planning & Community Engagement Consultant Team. Cuming also liked the idea of a shared calendar to increase collaboration. Cano is leaning towards Proposal Option #2, but would like to involve other parties like Parks & Recreation and event organizers to discuss feasibility and logistics. Brennan agreed that the strategy is important and liked that Visit SLO CAL is thinking of having municipalities involved.

7. Creative Agency Discussion

Verbeck requested that the Marketing Committee share examples of business/community members going above and beyond with COVID-19 safety precautions.

Public Comment – None.

Committee Discussion – Cuming said Highway 1 Discovery Route has a blog dedicated to safety programs. She also mentioned Visit Cambria's Safe Travels Effort with various content and assets. Peterson said Paso Robles Wine Country Alliance and Travel Paso are actively working on showing responsible and safe ways to visit their communities. Jacob mentioned a couple of articles that highlight the good work of local establishments and will share the links. Cano

informed the Marketing Committee about a new “support local” campaign to gather stories and will share content as they receive it.

ADJOURNMENT

Meeting adjourned at 10:01 am.