



# AGENDA

---

## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, September 8, 2020

8:30 am - 10:00 am

Video Conference – URL: <https://zoom.us/j/412892721>

Meeting ID: 412 892 721

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

**PRESENT:** Ashlee Akers, Jim Allen, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Lori Keller, Joel Peterson, Lindsey Roberts, John Sorgenfrei, Jill Tweedie

**ABSENT:** Audrey Arellano, Gordon Jackson, Stacie Jacob, Megan Leininger

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

Call to Order at 8:33 am.

---

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

None.

#### 3. Visit SLO CAL Update

Davison informed the Marketing Committee that Kirk will be transitioning off the team on September 15, 2020. Visit SLO CAL is currently in the process of interviewing candidates for the Project Manager and Director of Community Engagement & Advocacy roles. Davison also walked the Marketing Committee through the Equity and Inclusion Statement put forth by Visit SLO CAL and its board.

Public Comment – None

Committee Discussion – Cano shared that they have formed a Diversity Equity and Inclusion taskforce.

#### CONSENT AGENDA

#### 4. Approval of August 11, 2020 Minutes

Public Comment – None

Committee Discussion – None

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

Motion carried: 11:0

## **BUSINESS ITEMS**

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

Verbeck updated the Marketing Committee on the paid media strategy. She shared the updated brand video and year-to-date KPI's on Visit SLO CAL's owned channels. She also provided an update on Arrivalist and new POI's. The Marketing Committee will be sent a list of the POI's that have been established. Grantham shared the updated social strategy and content calendar as well as results from an Instagram takeover done in partnership with Turner PR and the editor at DotDash. Grantham also discussed the strategy for the upcoming California Wine Month Instagram takeovers. Verbeck provided an update on the Spartan Race and the potential to upgrade the existing program at a discounted rate. She asked the Committee what their level of interest in a potential co-op for Spartan would be. Boast gave an update on recent efforts including participation at the Hotel Data Conference and GoWest Summit.

Public Comment – None

Committee Discussion – In regards to the Spartan Race, Peterson noted that this is not something the Wine Alliance would typically get involved in. Banish expressed interest but said she would need to get initial support from her board. Sorgenfrei expressed concern at such a commitment with so much uncertainty for upcoming events and festivals due to the current state of COVID-19 restrictions. Cano noted that they have pulled all event funding. Visit SLO CAL will be setting up a follow-up call with interested parties to take place at a later time, a decision is required by October 1, 2020.

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

Sorgenfrei shared that Pismo Beach is looking to Fall for their marketing campaigns. Brennan noted that Arroyo Grande is launching a new campaign which will include imagery with people in masks. They are also sending out the RFP for the California Welcome Center refresh as well as hiring a center manager. Cano shared the #SLOReadyChallenge as well an update that their agency had just finished a motion and still shoot for the TBID portion for the out of area campaign. Peterson shared that outdoor dining is extended to October. Banish reminded the Marketing Committee of the upcoming virtual "Brew at the Zoo" which has sold ½ of their tickets so far. Cuming made the Committee aware that they were watching the Highway 1 closure, and she noted that lodging had not been impacted as much as originally anticipated. Roberts reported that they are pacing ahead in September and October and are seeing a shorter booking window.

## **ADJOURNMENT**

Adjourned at 9:51 am.