



Visit SLO CAL Marketing Committee Meeting
Tuesday, March 14, 2023
8:30 am – 5 pm
SLO Brew, San Luis Obispo

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

CONSENT AGENDA – *motion required*

3. Approval of January 23, 2023, Marketing Committee Minutes

Staff will ask for Committee approval of the January 2023 Meeting Minutes.

CMO REPORT

4. Visit SLO CAL CMO Updates (15 minutes)

CMO will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS

5. Introductions & Discussion Overview (20 minutes)

The Committee, Visit SLO CAL agencies (The Shipyard, MMGY-NJF, Pensara) and guests will introduce themselves and staff will outline the goals and priorities for the day's agenda.

6. Marketing Feedback Overview (20 minutes)

Staff will share survey results and the Committee and guests will discuss.

7. Setting the Stage

Staff and agencies will present:

a) **FY 23 Marketing Program** (30 minutes)

The Shipyard will share current Marketing Framework and Assets

b) **FY 23: By the Numbers** (30 minutes)

Staff and agencies will share performance highlights to date

8. Break (15 minutes)

9. Establishing the Roadmap: Tomorrow

Staff and committee will discuss:

- a) **Strategic Direction 2026** (30 minutes)
Staff will share draft Strategic Direction 2026 Objectives, Measurable Indicators and Strategies
- b) **Current Program Alignment** (15 minutes)
Staff, agencies and committee will discuss how current campaigns/programs
- c) **Trends** (20 minutes)
Agencies will present current trends in paid, owned and earned
- d) **SLO CAL Nomenclature** (10 minutes)
Staff and committee will discuss increasing awareness of SLO CAL
- e) **SLO CAL Welcome** (10 minutes)
Staff will update committee on SLO CAL Welcome participation and future work

10. Lunch (45 minutes)

11. FY 24 Strategic Opportunities

Staff, agencies and committee will discuss

- a) **Integrated Storytelling Framework** (20 minutes)
The Shipyard will present an updated framework and pillars of activation
- b) **Sustainable SLO CAL** (20 minutes)
Staff and agencies will present research and creative direction
- c) **Creative Execution** (30 minutes)
Agencies will present and discuss creative execution
- d) **Key Market Activation** (20 minutes)
Staff and agencies will present and discuss with committee activation

12. Breakout Session (60 minutes)

The committee will break out into small groups to discuss creative direction

13. Break (10 minutes)

14. Co-Op (25 minutes)

Staff, agencies and committee will discuss FY 24 co-op opportunities and direction

15. Wrap Up and Next Steps (10 minutes)

16. Hosted Reception (60 minutes)

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 Jessie Borchin at (805) 541-8000 at least 48 hours prior to the meeting.