



Visit SLO CAL Marketing Committee Meeting
Tuesday, March 5, 2024
8:30 am – 5 pm
Niner, Paso Robles

- 1. CALL TO ORDER**
- 2. PUBLIC COMMENT (On Non-Agenda Items)**

CONSENT AGENDA – *motion required*

- 3. Approval of November 14, 2023 and January 9, 2024 Marketing Committee Minutes**
Staff will ask for Committee approval of the November 14, 2023 and January 9, 2024 Meeting Minutes.

CMO REPORT

- 4. Visit SLO CAL CMO Report**
CMO will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS

- 5. Introductions & Discussion Overview**
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**
Staff will share survey results and the Committee and guests will discuss.
- 7. Setting the Stage: PART 1**
Staff and agencies will present a recap of the current marketing programs and performance to date, with year-over-year trendlines and themes.
- 8. Setting the Stage: PART 2**
Staff and agencies will present travel trends for 2024, and key trends across paid, owned and earned media.
 - a) Travel Trends 2024 (The Shipyard)*
 - b) Paid Media Trends (The Shipyard)*
 - c) Owned/Social Media Trends (Pensara)*
 - d) Earned Media Trends (MMGY-NJF)*
- 9. Break** (15 min)

10. Breakout Session & Report-out

The Committee will break into small groups to discuss ways in which these trends can be leveraged within the marketing program moving forward.

11. Lunch (45 min) – 12 pm

12. FY25 Strategic Opportunities

Staff, agencies and Committee will discuss:

a) Land of... Campaign

Staff and The Shipyard will discuss the next chapter of the Brand campaign.

- Land of... 18-Month Roadmap
 - Renewal of current assets
 - Development of new assets

b) Unpacking SLO CAL

Staff and The Shipyard will present the Unpacking series

c) Breakout Session & Report-out

The Committee will break out into small groups to discuss and develop future co-op driven Unpacking episodes

d) Social Media Strategy 2.0

Pensara will present the updated social media strategy direction.

e) Earned Media Strategy

MMGY-NJF will present the earned media strategy and partner, investor and stakeholder involvement and opportunities.

13. Break (15 min)

14. SLO CAL Local Nomenclature

Staff, agencies and the Committee will discuss opportunities for continued advancement.

15. Sustainability

Staff, agencies and the Committee will discuss creative direction and story opportunities.

16. Wrap Up and Next Steps

17. Hosted Reception – 4 pm

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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 Rose Seybold at (805) 541-8000 at least 48 hours prior to the meeting.