



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, October 13, 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)

CONSENT AGENDA – *motion required*

L. Verbeck

3. **Approval of September 8, 2020 Minutes**

Staff will ask for Committee approval of the September 8, 2020 Marketing Committee Meeting Minutes.

CMO UPDATE

L. Verbeck

4. **CMO Update (5 minutes)**

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

BUSINESS ITEMS

L. Verbeck

5. **September Marketing & Trade Update (60 minutes)**

Staff & VSC Agencies will review highlights from September and discuss current and future activities.

6. **Marketing Committee Application – Kathleen Naughton (10 minutes)**

The Marketing Committee will consider SLO Coast Wine Collective Executive Director Kathleen Naughton’s application for an at-large seat on the Committee.

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.



AGENDA

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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.