



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, January 8, 2019

8:30 am - 10:00 am

The Kinney San Luis Obispo

1800 Monterey St., San Luis Obispo, CA 93405

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

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – <i>motion required</i>	B. Burnham
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3. Approval of December 11, 2018 Marketing Committee Minutes
Staff will ask for Committee approval of the December 2018 Marketing Committee Minutes.
4. Approval of December 11, 2018 Co-op Summit Minutes
Staff will ask for Committee approval of the December 2018 Co-op Summit Minutes

BUSINESS ITEMS	B. Burnham
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5. Marketing Discussions (90 min)
 - a. Brand Presentation (30 min)
Travel Paso Robles will present their brand platform to the Committee.
 - b. Retreat Planning Kick-Off (30 min)
The Committee will discuss ideas for the Annual Marketing Committee Retreat on March 12, 2019.
 - c. Meeting Planner & In-Market Engagement (30 min)
Staff will review and Committee will discuss opportunities for engaging guests and groups before, during and after their visit.
6. Advertising & Marketing Update (20 min)
Staff will review the progress on current sales initiatives, the paid media campaign, earned (PR) efforts and owned media programs.

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 Meeting Minutes

Tuesday, November 13, 2018

8:30 am – 10:00 am

Apple Farm

2015 Monterey St., San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Christen Goldie, Gordon Jackson, Jennifer Little, Danna Stroud, John Sorgenfrei

ABSENT: Jim Allen, Jocelyn Brennan, Lindsey Roberts, Jill Tweedie

STAFF PRESENT: Chuck Davison, Brooke Burnham, Keba Baird, Jordan Carson

Call to Order at 8:32 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Burnham asked the Committee to save the date for Visit SLO CAL's Beginning of Year Bash. Burnham also announced Morro Bay and Pismo Beach as host cities for the 2019 AMGEN Tour of California and let the Committee know about the airport announcement and press conference on Thursday, December 13, 2018.

Davison talked about the #CALove crisis response from Visit California.

3. Approval of October 9, 2018 and November 13, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None

Stroud noted her statement from the November minutes needs to be adjusted in regard to the PR evaluation tool.

ACTION: Moved by **Cano/Goldie** to approve the October 9, 2018 Marketing Committee Minutes as presented.

Motion carried: 9:0:1
Akers abstained.

ACTION: Moved by **Banish/Stroud** to approve the November 13, 2018 Marketing Committee Minutes as amended.

4. Marketing Discussions

a. Destination Presentation – Cano reviewed San Luis Obispo TBID’s brand platform.

Public Comment – None.

Committee Discussion – Akers asked if the new logo mark is only used with items regarding SLO CAL. Cano noted it is with co-ops or anything in conjunction with Visit SLO CAL.

Sorgenfrei asked if the TBID’s research showed that the visitor was coming to experience the nearby wine region. Cano noted that the research did not show that the visitor was coming for wine, but once in market, this became an attraction for them. Wine is part of the story, but it’s not a primary driver.

a. TMD Renewal Discussion – Davison updated the Committee on the upcoming Tourism Marketing District renewal process, additional scope, key updates and timeline.

Public Comment – None.

Committee Discussion – Sorgenfrei asked if there is any research on how much the consumer can tolerate in terms of Tourism Occupancy Tax and assessments on their bills. Davison stated there is no available research showing that consumers make decisions based on taxes, but that the assumption is consumers likely make the decision on whether or not to return based on unexpected expenses, including taxes, resort fees, assessments, parking, etc.

Sorgenfrei stated that, at 2% and 10 years, if Pismo Beach decides to reject the renewal, it’s not Pismo’s decision; it’s the Visit SLO CAL Board’s decision. Davison noted that the Board’s recommendation is that all communities would be part of the Tourism Marketing District under the Management District Plan. Sorgenfrei noted there will be a lot of discussion from Pismo Beach surrounding this in the future.

Stroud asked, in regard to finalizing draft allocation of additional funds based on feedback, if there are any additional opportunities between now and the January Visit SLO CAL Board of Directors meeting where other stakeholders can engage and help inform. Davison noted this portion is the legal process that has to occur for the District Plan. The conversations will not inform that particular process, but might potentially help inform the rest of the process.

Little stated that currently, Morro Bay has been actively talking about reducing their 3 percent BID assessment down to 2 percent. With an additional 1 percent at the county level, that would mean total assessment and taxes would go unchanged instead of going down by 1 percent.

Jackson noted the idea of a 10-year renewal is concerning.

Stroud asked when the meetings with City Managers will take place. Davison noted that the meeting with Paso Robles is December 14, 2018. The Morro Bay meeting is December 16. The Grover Beach meeting date is TBD. San Luis Obispo and Atascadero meetings are on December 19, and the Pismo Beach meeting is December 20.

Advertising & Marketing Update

Agenda item not covered but is in the Agenda packet.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:32 am.



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Co-op Summit

Tuesday, November 13, 2018

10:15 am – 12:00 pm

Apple Farm

2015 Monterey St., San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Terrie Banish, Molly Cano, Cheryl Cuming, Gordon Jackson, Jennifer Little, Danna Stroud, John Sorgenfrei

ABSENT: Jocelyn Brennan

STAFF PRESENT: Chuck Davison, Brooke Burnham, Keba Baird, Jordan Carson

Call to Order at 10:44 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

3. Co-op Marketing & Program Discussion

a. Review of Program Goals & Benefits – Burnham reviewed results from the co-op goals and benefits survey.

Committee Discussion – Sorgenfrei noted that, in regard to the duplication of efforts, if the initiative is something every community is doing and we can expand to have a bigger presence, then that goal is important. Burnham noted that one example would be SEM where duplication of efforts wouldn't be an asset.

Cuming noted there is definitely a benefit of a broader awareness of SLO CAL as a destination. However, there is a struggle with how our destinations are represented on SLOCAL.com and how their experience is directed from there. Burnham noted that when Visit SLO CAL created the destination pages on the website, they solicited input on content from partner DMOs and since have updated it based on their feedback. Visit SLO CAL's goal for driving traffic to SLOCAL.com is about selling that broader countywide experience to encourage longer stays, not obtaining traffic for the website.

Little said she appreciates SLO CAL as a destination, but that the bottom line for her is promoting Morro Bay. A visitor to SLOCAL.com should be able to go directly to that destination.

Sorgenfrei noted that airline magazines are an example of an opportunity to tell that SLO CAL experience and showcase the individual destinations within the copy; another example would be a social media story. He added that if we can narrow down the goals to doing something we can't do on our own and showcase SLO CAL with the destinations as a subset, then we can narrow down our tactics to three large co-op options.

Akers stated that a bigger out-of-home experience in target markets where we can have a bigger splash, but also tell each individual destinations' story and messaging, could be beneficial for all parties.

Burnham asked the attendees if there were any thoughts contrary to focusing on a short list and big SLO CAL impact. Cano noted that research is also very valuable. Sorgenfrei, Cuming and Akers agreed. Sorgenfrei noted that we have a good idea of the target markets and the visitor, but that the research about the economic impact is the most valuable.

Cano remarked that visitor volume and visitor impact studies could trade off every other year. Stroud concurred that an every-other-year research study would be of interest.

Sorgenfrei noted investing in high-powered influencers would be of benefit as well.

Little stated that if we do a research study down the road, it would be great to have add-ons to the base price like we've done with past co-ops. Davison noted that particular item depends on the vendor.

Banish included that a co-op on a regional level, where North County could band together, could be worth exploring.

Cano noted that Miles has experience with co-ops and asked how the scale of Brand USA co-ops can be implemented with future SLO CAL co-ops, while structuring the co-op program the way the Brand USA co-ops are structured. Burnham commented that this could be difficult to manage at Visit SLO CAL's staff and budget size and could present similar challenges to the current digital co-ops.

b. Discuss Co-op Program Options – Little noted it would be great to get the list of influencers Visit SLO CAL has so Morro Bay and other DMO's are not going after the same people. Burnham stated that Visit SLO CAL definitely has a short list they're going after and that TURNER also uses a database to identify them.

Sorgenfrei asked if a \$10,000 IPW investment would also mean that that destination is included in the post-FAM. Davison noted that yes, the investment would likely include an activation in the larger SLO CAL booth during the morning, afternoon or evening, as well as the post-FAM participation. Cano asked if, as partners buy in, the SLO CAL space gets bigger, as do the activations. Davison confirmed that was correct. Akers asked how quickly Visit SLO CAL needs to know whether the DMO's are in or out. Davison noted Visit California knows that Visit SLO CAL is in at \$50K, and is hoping to finalize any adjustments by mid-January.

c. Recap & Next Steps - Visit SLO CAL will send out a more specific poll in regard to the above co-ops.

Public Comment – None.

Community Discussion - Sorgenfrei noted that knowing who the influencer(s) are would be helpful. Burnham stated Visit SLO CAL and TURNER can put together an example target list and provide their follower count, engagement, etc.

ADJOURNMENT

Meeting adjourned at 12:10 pm.