



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, June 12, 2018

8:30 am - 10:30 am

Courtyard by Marriott

1605 Calle Joaquin, 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 May 11, 2018 Marketing Committee Minutes
Staff will ask for Committee approval of the May 2018 Marketing Committee Minutes.

BUSINESS ITEMS	B. Burnham
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4. Advertising & Marketing Update (30 min)
Staff will review the progress on current sales efforts, the paid media campaign, earned (PR) efforts and owned media efforts.
5. Marketing Discussions (60 min)
 - a. Visitor Information Practices, Needs and Gaps (20 min)
The Committee will discuss current practices, needs and gaps for local and countywide visitor information, such as trails, maps, activities, etc. to identify areas of opportunity for collaboration and/or reduction of duplication.
 - b. Quarterly Insight Discussion (30 min)
Staff will review and Committee will discuss spring campaign insights.
 - c. Ongoing Committee Schedule (10 min)
Staff will review and Committee will discuss the FY 2018/19 Marketing Committee discussion schedule.

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

Friday, May 11, 2018

8:30 am – 10:30 am

Hampton Inn, San Luis Obispo

1530 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Terrie Banish, Jocelyn Brennan, Molly Cano, Christen Goldie, Jennifer Little, Courtney Meznarich, Heather Muran, John Sorgenfrei, Danna Stroud, Jill Tweedie

ABSENT: Audrey Arellano, Cheryl Cuming, Jennifer Porter

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

Call to Order at 8:37 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

CONSENT AGENDA

Announcements

Banish noted that Cider Festival is Saturday, May 12 at the Atascadero Pavilion on the Lake.

Cano announced that Kimberly Walker, owner of Granada Hotel, has remodeled and reopened the Skyview Motel in Los Alamos.

3. Approval of April 10, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 12:0

4. Advertising & Marketing Update

Burnham reviewed recent Travel Trade outreach efforts and programs. Michael Wambolt recently went on a Visit California China Sales Mission and had the following market insights: Generally, group business is down due to Visa

rejection; there's a shift from group travel to FIT travel; the SLO CAL brand is being recognized more and more; and tour operators are looking for more experiential travel. Burnham asked the Committee if there is any interest in exploring marketing to China. Upcoming trade programs include IPW in May and the UK Sales Mission in June.

Film SLO CAL is working with two feature films, Ad Astra and Ford v. Ferrari, who are looking to film in the area. Burnham reminded the Committee to RSVP to the upcoming Film SLO CAL Permitting Partners Meeting on June 5.

Burnham reviewed SAVOR Taste Washington attendance stats, Tourism Exchange stats and upcoming WOW Family Experience through the Jack & Jill Late Stage Cancer Foundation.

Baird reviewed recent PR media efforts, FAM trips, outreach and communications regarding the Destination Management Strategy. Baird told the Committee to be on the lookout for the DMS visitor survey and asked for their help in distributing it to their email lists. Baird went over upcoming opportunities and confirmed hits.

Carson reviewed owned media efforts including the Brand Ambassador program launch trip along Highway 1 on June 1, 2018. Carson updated the Committee about new drone videography & RV park photography.

Burnham recapped paid media efforts through April.

Public Comment – None.

Committee Discussion – Cano noted CCTC is doing research on marketing in China and asked if there would be interest amongst the larger DMO's to do a co-op China contract.

The Committee discussed the cannabis panel at the Tourism Exchange. Davison remarked that Visit SLO CAL is currently on pause while the rest of the municipalities figure out their stance. Visit SLO CAL will figure out the best way to disseminate the cannabis one-sheet.

Little asked if the DMS visitor survey can be shared via social media channels. Burnham said yes; the more who would like to take the survey, the better.

Muran asked if the aerial photography footage is licensable to partners. Burnham noted that it is, but individuals will need to reach out to Robin at PMG for licensing information.

Marketing Plan

Burnham reviewed VSC's FY 2018/19 Marketing Plan.

Public Comment – None.

Committee Discussion – Sorgenfrei noted that Baby Boomers should still be part of the personas we are targeting. Davison noted that the personas have very broad age targeting on programmatic and paid social media.

ACTION: Moved by Muran/Akers to recommend the Board approve the FY 2018/19 Marketing Plan.

Motion carried: 12:0

5. Miles Media

Burnham reviewed challenges VSC faces with Goodway Group and the potential media agency shift. Miles Media has roughly the same cost structure, extensive tourism experience, robust co-op development background and a standard reporting dashboard.

Public Comment – None.

Committee Discussion – Stroud asked what the rationale was for Goodway to increase their costs. Burnham remarked that it's partially due to them being our agency of record and not having enough staff time allocated to our account. Sorgenfrei asked if we know who our account lead will be. Burnham noted not yet, are currently working through the VP. Stroud then asked if VSC has gone through the reporting setup and are happy with how Miles reports and what they report. Burnham noted that Miles has an established platform will customize our dashboard to what we'd like to be monitoring.

Jackson asked if this would be a July 1 change. Burnham replied that yes, the Miles contract would begin at the start of FY 2018/19.

ACTION: Moved by Cano/Little to allow the President & CEO to enter contract negotiations with Miles Media as the new media agency of record.

Motion carried: 12:0

6. Marketing Discussion

6a. Reporting Deep-Dive – Burnham reviewed Trendkite reporting

Public Comment – None.

Committee Discussion – Sorgenfrei commented about the possibility of Trendkite being a co-op.

ADJOURNMENT

Meeting adjourned at 10:36 am