



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, November 13, 2018

8:30 am - 10:30 am

The Kinney

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 October 9, 2018 Marketing Committee Minutes
Staff will ask for Committee approval of the September 2018 Marketing Committee Minutes.

BUSINESS ITEMS	B. Burnham
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4. Marketing Discussions (90 min)
 - a. Brand Presentation (30 min)
Atascadero will present their brand platform to the Committee.
 - b. Visit CA Engagement & Program Overview (40 min)
Staff will review and Committee will discuss Visit California’s presentation.
 - c. PR Measurement Tool (20 min)
Staff will review and Committee will discuss Visit SLO CAL’s new article quality measurement tool.
5. 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.