



# 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)

<b>ANNOUNCEMENTS</b>	<b>B. Burnham</b>
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<b>CONSENT AGENDA – <i>motion required</i></b>	<b>B. Burnham</b>
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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*

<b>BUSINESS ITEMS</b>	<b>B. Burnham</b>
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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.