



# AGENDA

---

## Visit SLO CAL Marketing Committee

**Visit SLO CAL Marketing Committee Meeting**  
Tuesday, June 11, 2019  
8:30 am - 10:30 am  
The Kinney  
1800 Monterey Street, San Luis Obispo, CA 93401

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

<b>ANNOUNCEMENTS</b>	<b>B. Burnham</b>
----------------------	-------------------

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

3. **Approval of May 14, 2019 Marketing Committee Minutes**  
*Staff will ask for Committee approval of the May 2019 Marketing Committee Meeting Minutes.*

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

4. **Marketing Discussions (90 min)**
  - a. **Brand Presentation: Highway 1 Discovery Route (20 min)**  
*Highway 1 Discovery Route will share their brand platform and plans with the Committee.*
  - b. **2019 IPW Recap (25 minutes)**  
*Staff will review the results and learnings from the 2019 IPW trade show, media marketplace and post-FAM.*
  - c. **FY 2019/20 PR Strategy Discussion (45 minutes)**  
*Committee will discuss the schedule, tactics and targeting of FY 2019/20 PR events and initiatives.*
5. **Advertising & Marketing Update (20 min)**  
*Staff will review the progress on current 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.