



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, July 14, 2020

8:30 am - 10:00 am

Video Conference – URL: <https://zoom.us/j/412892721> Meeting ID: 412 892 721

Call-in Phone Number (669) 900-6388

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

CMO UPDATE	L. Verbeck
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3. Staffing Update (5 min)

CONSENT AGENDA – <i>motion required</i>	L. Verbeck
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4. Approval of June 9, 2020 Minutes

Staff will ask for Committee approval of the June 2020 Meeting Minutes.

BUSINESS ITEMS	L. Verbeck
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5. June Trade & Marketing Update (10 min)

Staff will review highlights from June & end of year reporting, and discuss current activities.

6. FY2020/21 Marketing Updates (45 minutes)

Staff will provide updates on the paid media plan and new creative as well as Q1 PR plans. Simpleview will share Visit SLO CAL's new dashboard with digital KPIs.

7. Creative Agency RFP (10 minutes)

Staff will provide updates on a creative agency RFP.

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.