



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, September 13, 2022

8:30 am - 10:30 am

Visit SLO CAL Office – 81 Higuera Street, Suite 220, San Luis Obispo, CA

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

CONSENT AGENDA – <i>motion required</i>
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C. Cartier

3. **Approval of May 10, 2022 Marketing Committee Minutes**
Staff will ask for Committee approval of the May 2022 Meeting Minutes.

CMO REPORT

C. Cartier

4. **Visit SLO CAL CMO Report** (10 minutes)
CMO will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS

C. Cartier

5. **Brand Awareness Study** (20 minutes)
Heart & Mind will provide an overview of findings from the Brand Awareness Research Report
6. **Land of 2.0** (15 minutes)
Staff will update Committee on recent asset shoot and preview of new brand assets
7. **FY 22 Media Performance** (10 minutes)
The Shipyard will walk the Committee through year-end media reporting
8. **Destination Summit** (10 Minutes)
Staff will update the Committee on the November 2022 Destination Summit
9. **WTTC Content Partnership** (10 Minutes)
Staff will update the Committee on the content partnership
10. **Resident Sentiment Survey** (5 minutes)
Staff will discuss the upcoming Resident Sentiment Survey and potential co-op options
11. **Luxury Forum Update** (10 minutes)
Staff will update the Committee on the Visit California Luxury Forum Powered by Connections
12. **Airline Updates** (10 minutes)
Staff will update the Committee on airline service
13. **ESC 2050, Travel Trade & Marketing Update** (15 minutes)
Staff will review highlights from March and discuss current and future activities.

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 Jessie Borchin at (805) 541-8000 at least 48 hours prior to the meeting.