



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, December 11, 2018

8:30 am - 10:00 am

Apple Farm

2015 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 and November 13, 2018 Marketing Committee Minutes**
Staff will ask for Committee approval of the September and November 2018 Marketing Committee Minutes.

BUSINESS ITEMS	B. Burnham
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4. **Marketing Discussions (60 min)**
 - a. **Brand Presentation (30 min)**
San Luis Obispo TBID will present their brand platform to the Committee.
 - b. **TMD Renewal (30 min)**
Staff will review and Committee will discuss the TMD renewal process.
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.



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, November 13, 2018

8:30 am – 10:30 am

The Kinney San Luis Obispo

1800 Monterey St., San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Christen Goldie, Lindsey Roberts, Danna Stroud, Jill Tweedie

ABSENT: Jocelyn Brennan, Molly Cano, Cheryl Cuming, Gordon Jackson, Jennifer Little, Jennifer Porter, John Sorgenfrei

STAFF PRESENT: Brooke Burnham, Keba Baird, Michael Wambolt, Jordan Carson

Call to Order at 8:32 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Burnham announced that Courtney Meznarich resigned from the Marketing Committee. Burnham also reminded the DMO committee members to let Visit SLO CAL know if they are interested in fall/spring Co-ops.

3. Approval of October 9, 2018 Marketing Committee Minutes

Vote on consent agenda tabled to December meeting due to lack of quorum.

Public Comment – None.

Committee Discussion - None

4. Marketing Discussions

a. Destination Presentation – Akers and Banish reviewed Visit Atascadero’s brand platform.

Public Comment – None.

Committee Discussion – Wambolt asked if the new Annex property will be a branded property. Banish noted it will be a Hilton extended stay.

a. Visit California– Burnham reviewed ways in which partners can get involved Visit California.

Public Comment – None.

Committee Discussion – Akers inquired about Atascadero’s utilization of the Gold Pass across multiple destinations and how would/should Visit SLO CAL be involved. Burnham noted, at a minimum, Visit SLO CAL would like to be notified and invited to meet the media.

Stroud asked about whether or not the editorial calendar lined up with what Visit California is producing/pushing out on Dream365 TV and the podcast. Burnham noted she wasn’t sure but would inquire with Visit California

Akers asked if there will be an opportunity for smaller destinations who don’t participate in IPW to participate in the pre- or post-IPW opportunities. Burnham stated the IPW FAM details are still being worked out.

c. PR Measurement Tool: Baird reviewed Visit SLO CAL’s new article quality evaluation tool.

Public Comment – None.

Committee Discussion – Stroud asked how this will work for someone who is coming to the area. Burnham noted that the goals outlined in this new measurement tool were pulled from Visit SLO CAL’s strategic plan with Turner.

Advertising & Marketing Update

Wambolt reviewed recent travel trade efforts including attending RVIA, VRMA and WTM & German sales days and hosting Visit SLO CAL’s Packaging Party.

Burnham reviewed Film SLO CAL year-to-date statistics and upcoming film shoots

Carson reviewed the Industry Educational Symposium and upcoming efforts and partners at the San Diego Bay Wine & Food Festival.

Baird reviewed recent media efforts, upcoming opportunities and media visits.

Carson reviewed October web stats and upcoming content needs.

Burnham reviewed paid media efforts and Arrivalist data.

Public Comment – None.

Committee Discussion – Stroud asked if there was an emergency communication plan that partners can access. Burnham noted that Visit SLO CAL has a crisis communications plan that can be shared with partners. Visit SLO CAL also shares talking points and information through email channels that allow partners to share with their constituents.

ADJOURNMENT

Meeting adjourned at 10:25 am.



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, December 11, 2018

10:15 am - 12:00 am

Apple Farm

2015 Monterey St., San Luis Obispo, CA 93405

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

BUSINESS ITEMS	B. Burnham
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3. Co-op Marketing & Program Discussion (105 min)

a. Review of Program Goals & Benefits (20 min)

Staff will review the results of the Co-op Survey and Committee will discuss the desired impact of the Visit SLO CAL co-op program.

b. Discuss Co-op Program Options (70 min)

Staff will review and Committee will discuss a variety of options and opportunities for future co-op endeavors.

c. Recap & Next Steps (15 min)

Staff will review discussion notes and Committee will set next steps on the co-op program.

ADJOURN

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