



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting
Tuesday, November 12, 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)

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – <i>motion required</i>	B. Burnham
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- 3. **Approval of October 8, 2019 Marketing Committee Minutes**
Staff will ask for Committee approval of the October 2019 Marketing Committee Meeting Minutes.

BUSINESS ITEMS	B. Burnham
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- 4. **Marketing Discussions (90 min)**
 - a. **PR Duplication Discussion: Phase 3 - Planning**
The Committee will decide on solutions and identify next steps to reduce duplicated efforts and to increase shared efficacy and efficiency in public relations programs.
- 5. **Advertising & Marketing Update (25 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.



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Minutes

Tuesday, October 8, 2019

8:30 am – 10:30 am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Lori Keller, Jennifer Little, Joel Peterson, John Sorgenfrei, Danna Stroud

ABSENT: Jocelyn Brennan, Janine Dion, Brittany Hensley, Gordon Jackson, Lindsey Roberts, Anne Steinhauer, Jill Tweedie

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Jordan Carson, Madison Quiring, Haley Cahill

Call to Order at 8:30 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Burnham updated the Committee about Visit SLO CAL programs including the Industry Educational Symposium on October 23, 2019, the Year-End Satisfaction Survey, and the Conflict of Interest Policy.

CONSENT AGENDA

3. Approval of August 13, 2019 Marketing Committee Meeting Minutes

Public Comment – None.

Committee Discussion – Keller noted she was missing from the list of attendees from the August 13, 2019 minutes.

ACTION: Moved by Banish/Akers to approve the Consent Agenda as amended.

**Motion carried: 10:0:1
Arellano absent at time of motion**

4. Marketing Discussions

a. PR Duplication Discussion: Phase 2 - Visioning - Burnham and the Committee reviewed points from the Discovery phase of the August 13 meeting and discussed potential tactics and opportunities.

Public Comment – None.

Committee Discussion.

Sorgenfrei noted it's helpful to add social media managers for destination partners to distribution list for article coverage announcements.

Committee members noted there needs to be more trust when it comes to communicating inbound media leads to ensure the journalist is coming first. All partners should commit to respecting the lead organization's process.

Arellano noted it's helpful when all partners, including hoteliers, receive the itinerary ahead of time and can make either the General Manager, Marketing or Salesperson available to meet with or check-in the media or influencer. Burnham noted all people on the itinerary should get the itinerary ahead of time and will work to ensure that's happening in the future.

Keller mentioned the need for a PR sub-committee, which could meet monthly or quarterly depending on scheduling. Members of the task force would be PR professionals and could handle big picture ideas and execution of PR specific initiatives.

5. Advertising & Marketing Update

Wambolt reviewed recent outreach efforts and upcoming initiatives in the Travel Trade department.

Carson reviewed upcoming partnership and event opportunities including SAVOR – A San Luis Obispo County Experience at the San Diego Bay Wine & Food Festival and January Restaurant Month.

Quiring reviewed recent media coverage, and updated the Committee about Visit California's Canada Media Mission as well as recent and upcoming media visits.

Cahill updated the Committee on upcoming content opportunities and the recent SLO CAL Storyteller excursion. Carson provided updates and insights into September's SEO results.

Burnham reviewed Paid Media efforts and results from September including those from Miles Partnership and Arrivalist.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:33 am.