



MINUTES

Visit SLO CAL Marketing Committee

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Meeting Minutes

Tuesday, January 9, 2018

8:30am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Audrey Arellano, Terrie Banish, Molly Cano, Shari Clark, Cheryl Cuming, Christen Goldie, Gordon Jackson, Jennifer Little, Heather Muran, Jennifer Porter, Danna Stroud, Jill Tweedie

ABSENT: Jim Allen, John Sorgenfrei

STAFF PRESENT: Brooke Burnham, Jordan Carson, Brendan Pringle

Call to Order at 8:31 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS:

Banish announced Wine Speak Paso Robles begins January 9, 2018 and Tamale Festival is happening January 20, 2018.

Arellano noted that the Wineries of the 46 East 17th annual Esprit du Vin event will be happening on January 13, 2018.

Cuming shared details about this year's Coastal Discovery and Stewardship Celebration.

Porter noted that this year's Blend Fest on the Coast will host a four-course menu at Indigo Moon with 7 different winemakers on Friday, February 9.

Burnham welcomed Danna Stroud, Travel Paso's new Executive Director, to the Marketing Committee. Burnham also introduced VSC's winter interns—Vincent Randolph and Berlin Lopez.

Burnham reminded the Committee of the SLO CAL Connection workshops beginning January 9, 2018, happening at three locations around the county. These workshops will help partners learn the extranet for the new SLOCAL.com website. Visit SLO CAL also has eight tickets left for the Aloha Seminar during Wine Speak.

Burnham reminded the Committee about the Beginning of Year Bash and Marketing Committee Retreat.

CONSENT AGENDA

3. Approval of November 14, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Muran/Arellano to approve the Consent Agenda as presented.

**Motion carried: 10:0:3
Akers, Cano and Stroud abstained.**

4. Advertising & Marketing Update

Burnham reviewed the Travel Trade outreach plan and recent tradeshows, including the CalSAE Seasonal Spectacular and NTA Travel Exchange tradeshows. Upcoming opportunities include Go West Summit, MPI Northern CA EXPO, IPW and VCA Mexico Sales Mission.

Burnham reviewed the latest updates on the SAVOR on the Road activation at Taste Washington.

VSC is launching its CRM & Extranet (SLO CAL Connection) over the course of the next two days. The SLO CAL Connection provides expanded control for partners, a communication hub to converse with other stakeholders and information on how to take full advantage of their online profiles.

Burnham provided a Film SLO CAL update, including details on VSC's partnership with SLOIFF this year and coinciding Film Fest FAM, as well as recent filming stats and upcoming shoots.

Burnham reviewed media highlights, recent visits and upcoming earned media opportunities. Burnham reminded the Committee to "CC" Turner PR on communications regarding media opportunities with VSC.

Carson reviewed upcoming social opportunities. VSC is requesting that the DMOs send listing information for dining, activities, shopping and tourism-related businesses in their respective regions. At a minimum, VSC requires business name, address and phone number. Carson reviewed December web statistics.

Burnham reported out on the winter/spring media campaign, scheduled to launch next week. The strategy for this campaign is awareness to drive consideration. VSC is placing \$300,000 in additional dollars towards the winter/spring campaign to ensure all personas are being represented across all markets. BCF is working on new creative for the spring campaign, which will involve updating the active adventurer persona video, as well as building new persona retargeting banners and persona-specific Facebook Canvas ads.

Public Comment – None.

Committee Discussion – Little asked to see the metrics post-SAVOR event that show what worked, what didn't and how we can improve for next time. Muran noted that this year's SommCon events leading up to the Grand Tasting were very beneficial and VSC should look into doing more media engagement leading up to next year's event in San Diego. Porter noted that May would be a bad time for a SAVOR event in Denver due to Paso Robles Wine Fest and that it would be hard to get wineries to participate as a result.

Stroud asked how VSC is defining engagement in the media campaign. Burnham noted that VSC and Goodway are still working on defining that, but right now it's time on site or pages viewed. Stroud also asked if VSC has done any kind of study after a campaign to about those visitors that interacted with the campaign. Burnham stated that VSC has data from two waves of the Brand Lift Study and has a third scheduled after this campaign.

Jackson asked if VSC is still using VisaVue. Burnham noted that VSC is, mostly to track long-view trends and international travel.

Akers asked if the Committee would be able to see some of the new creative in the February meeting. Burnham noted that it would be ready.

6. Marketing Discussions

6a. Co-op Marketing Options – Burnham asked the committee about current co-op options, beginning with a United Airlines 6-page spread. VSC and co-op partners could also take advantage of a TV/print option, for more money.

Burnham reviewed content marketing options from RootsRated, Weekend Sherpa and native social.

Public Comment – None.

Committee Discussion – Gordon noted that Pismo would commit funds on the United Airlines spread. Muran said it's hard to track ROI and there's been a presence in United Airlines in-flight magazine before. Porter asked for Goodway's point of view on the print piece. Burnham stated that, as a primarily a digital company, the lack of ability to track the impact of print is hard for them to support. Little noted that if United had something other than print, it might be more interesting. Burnham then reviewed the second option of print bundled with onboard video for a larger investment.

Porter asked if RootsRated is outdoor-heavy. Burnham noted that it is, but that they have expanded their content scope. Gordon asked if these are outdoor-focused and Burnham assured that the content could be customized to the co-op partner.

Cano noted that from a co-op perspective, RootsRated doesn't have that trusted voice like a Buzzfeed or Matador and asked how VSC envisions the media buy for this. Burnham stated that, VSC would consider direction from the Committee, but VSC could set it up with a smaller budget to target one market and use a retargeting pool via content tactics, such as native, social or programmatic, or could develop a high-budget option and split it up between two markets. VSC would work with Goodway to place these co-ops using VSC's current tactics.

Porter asked if Paso Wine could purchase VSC's retargeting for Wine Fest ads. Burnham stated that in order for VSC to buy into it, there needs to be some sort of cohesion. For events specifically, it could be an interesting concept in the future.

Cano suggested doing a dollar-for-dollar match option that could be interesting for all co-op partners. Muran noted that would be helpful for smaller DMOs as well.

Burnham restated the coattails option, noting this option would only be the co-op partner's ads going to their website. Cano noted that if there is a dollar-for-dollar match, the ad could land on the SLO destination page on SLOCAL.com. If it was just SLO TBID putting in dollars, then it would need to go to SanLuisObispoVacations.com.

Burnham took a poll for a new dollar-for-dollar match with cohesive ads: Cuming, Cano, Stroud, Banish, Muran, Little, Porter and Jackson said they were interested.

Burnham took a poll for ads landing on each co-op partner's destination page and a dollar-for-dollar match: Cuming, Cano, Stroud, Banish and Little were interested.

Akers noted that if there was a second option to just buy retargeting and work with Goodway, that would be appealing down the road as well.

6b. Asset Development Co-op

VSC and co-op partners would contract with a local production company to produce b-roll and image assets.

Public Comment – None.

Committee Discussion – Cuming, Goldie, Arellano and Banish all stated their interest.

VSC will refine this option and come up with something that would be beneficial.

6c. Ambassador Program

Burnham reviewed the proposed SLO CAL Ambassador program.

Public Comment – None.

Committee Discussion – Stroud asked if there are any other criteria outside of production quality. Burnham replied that there are definitely things VSC will need to outline ahead of time. Porter noted it could be interesting to have someone who is planning their wedding in SLO CAL as a temporary influencer.

6d. Discussion Recap

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:41 am.