



# MINUTES

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, November 14, 2017

8:30am

Madonna Inn

100 Madonna Rd., San Luis Obispo, CA 93401

#### 1. CALL TO ORDER: Brooke Burnham

**PRESENT:** Ashlee Akers, Jim Allen, Audrey Arellano, Sheri Clark, Cheryl Cuming, Christen Goldie, Gordon Jackson, Lori Keller, Jennifer Little, Heather Muran, Jen Porter, John Sorgenfrei, Jill Tweedie

**ABSENT:** Terrie Banish, Molly Cano, Stacie Jacob

**STAFF PRESENT:** Brooke Burnham, Jordan Carson, Chuck Davison, Kimberly Headington, Brendan Pringle, Pam Roberts, Yarina Valverde, Michael Wambolt

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**Call to Order at 8:37 am.**

#### 2. PUBLIC COMMENT (On Non-Agenda Items)

None.

#### ANNOUNCEMENTS:

Burnham introduced new Visit SLO CAL employees Yarina Valverde, Brand & Digital Manager, and Kimberly Headington, Executive Assistant to the President & CEO.

Little announced Winter Fest in Morro Bay will be taking place December 1-12, 2017.

Porter noted 91 businesses signed up with Paso Wine to donate efforts to fire relief in Napa and Sonoma wine countries.

#### CONSENT AGENDA

#### 3. Approval of October 10, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

**ACTION:** Moved by Cuming/Little to approve the Consent Agenda as presented.

**Motion carried: 10:0:3**  
**Muran, Akers and Allen abstained.**

## **CEO REPORT**

### **4. CEO Report**

Davison presented US Travel Association's Travel Trends Index. Davison noted the forecast right now looks soft over the next three months due to the holidays but those numbers look to increase substantially in the next 6 months.

Pringle attended the Southern California Visitor Industry Outlook Conference on October 20, 2017. Davison noted the key takeaways and the highlights from 2018 Forecast for SLO CAL.

The new SLO County Regional Airport terminal is now open with two SLO CAL banners installed inside.

Several VSC staff members attended the Central Coast Economic Forecast. Visit SLO CAL was a sponsor and Caroline Beteta, President & CEO of Visit California was a keynote speaker. Davison noted the key takeaways from this annual presentation.

Davison requested that Marketing Committee members attend VSC's upcoming Advisory Committee meeting on Thursday, December 7 from 3-5pm at the Embassy Suites.

Davison reviewed his upcoming travel schedule.

Public Comment – None.

Committee Discussion – None.

## **BUSINESS ITEMS**

### **5. FY2016-17 Year-End Satisfaction Survey**

Pringle reviewed the results of the VSC FY2016/17 Stakeholder Satisfaction Survey. VSC received 90 responses, a 257% YOY increase over last year's response rate.

Public Comment – None.

Committee Discussion – Cuming noted the survey seemed long. Sorgenfrei recommended VSC call key constituents to ensure they take the survey and disseminate it. Little noted VSC should think about translating the survey into an Indian dialect to gain more participation from the smaller properties. Porter mentioned VSC should look into robocalling to increase participation, but only for things that require a deadline such as the Satisfaction Survey.

### **6. Advertising & Marketing Update**

Wambolt reviewed recent stakeholder outreach in Paso Robles. Wambolt attended the Vacation Rental Management Association Conference in Orlando, the Recreational Vehicle Industry Association show in Pomona and World Travel Market in London, a co-op with Visit California and in partnership with Black Diamond. Upcoming opportunities include CalSAE, NTA Tradeshow and IPW. Wambolt noted VSC has one upcoming UK FAM with Travel Weekly, which will be touring the county and taking photos for their three covers.

Roberts recapped the VSC Packaging Party and mentioned VSC was getting ready to go to the San Diego Bay Wine & Food Festival for a SAVOR on the Road installment. Visitor Magazine sales reached \$104K. Roberts noted that if anyone was interested in placing a last-minute ad, they should contact Nicole Bordges.

Burnham provided an update on Film SLO CAL's Aerial Filming Workshop and reviewed recent events in which Film SLO CAL was in attendance such as the American Film Market. Burnham stated that filming stats continue to trend up over last year.

Burnham reviewed recent media highlights including Vogue, Sunset, UK Telegraph and Alaska Airlines' in-flight magazine. Turner Public Relations will be traveling throughout the county over the course of three days this week for an immersion trip. Burnham reviewed recent visits and other upcoming opportunities. Carson updated the Committee about The Clymb/Leftlane Sports end of campaign results, upcoming blog posts and website stats.

Burnham reviewed the fall media campaign results. Burnham noted that, for the Winter-Spring Campaign, VSC is looking into a Highway 1 Closure campaign with Expedia, vetting co-ops with United in-flight magazine and pursuing additional content marketing strategies. Burnham asked the Committee for their recommendations on when to launch the Spring Media Campaign based on the new website launch date.

Public Comment – None.

Committee Discussion – Little noted she would like to be sent the hotel bookings for IPW as soon as they come out. Porter asked if VSC is looking into Denver for a SAVOR on the Road installment. Burnham noted VSC is working with Turner to identify those potential events. Sorgenfrei and Keller noted it would be better to wait until the website launches before launching the Spring Media Campaign. Muran suggested that VSC should make January more content focused and launch after the website launches. Akers noted she would like a deeper dive into the new media campaign.

## **6. Marketing Discussions**

**6a. Destination Security Planning** – Burnham posed the question to the Marketing Committee of how we, as a destination, can prepare for an emergency like we've seen in New York, Las Vegas and Texas.

Public Comment – None.

Committee Discussion – Sorgenfrei noted Pismo Beach relies on the city's emergency plans. Porter noted this conversation is long overdue for SLO CAL as a destination. Arellano said that getting the message out about active shooter protocol is important. Keller mentioned that Martin Resorts has an insurance broker who insures many hotels in the area and noted they could perhaps come out and do a presentation regarding best practices.

**6b. Proposition 64** – Burnham asked the DMO's about how they're preparing for the new, legal recreational marijuana industry.

Public Comment – None.

Committee Discussion – Jackson mentioned that in Pismo Beach they're leaning towards a more conservative stance right now before opening the door completely. They have not spoken about it at PBHA yet, but it is on the horizon.

Davison noted that Cal Travel is creating a one-sheet geared towards lodging properties about how they should deal with specific issues regarding marijuana in their rooms and on their properties.

**6c. Co-op Marketing Options** – Burnham reviewed current proposals for upcoming co-op marketing including United Airlines' in-flight spread for February, March or April. Current considerations for content marketing programs include CBS Local, Dorado Studios, Weekend Sherpa and RootsRated.

Public Comment – None.

Committee Discussion – Sorgenfrei noted that, in the past, United Airlines was a natural fit and would recommend it to Pismo Beach to approve. Clark also noted San Luis Obispo would be interested based on past experiences. Committee members agreed the later months would work better, after the launch of the website for the United Airlines in-flight spread.

Cuming noted the content marketing programs are of more interest and have a larger longevity.

Akers said she would like to understand more about how we can narrow it down by persona and noted it might be good to do some testing so we can see which performs better – more persona-aligned efforts or broad travel sector efforts.

Sorgenfrei stated VSC should offer something that can't be done individually and enhances VSC's marketing efforts.

Cuming mentioned that another co-op opportunity could be asset development. Burnham noted it will be on the agenda for the All-Agency Meetings this week.

The Committee voted about whether or not to have a December meeting and unanimously voted to cancel. The next meeting will be on January 9, 2018.

#### ***6d. Discussion Recap***

Public Comment – None.

Committee Discussion – None.

#### **ADJOURNMENT**

Meeting adjourned at 10:33 am.