



# MINUTES

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## Visit SLO CAL Marketing Committee

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#### Meeting Minutes

Tuesday, March 14, 2017

8:30am

Avila Beach Golf Resort

6464 Ana Bay Rd, Avila Beach, CA 93424

#### 1. **CALL TO ORDER:** Chuck Davison

**PRESENT:** Ashlee Akers, Terrie Banish, Molly Cano, Cheryl Cuming, Christen Goldie, Gordon Jackson, Lori Keller, Jennifer Little, Heather Muran, Jennifer Porter, John Sorgenfrei

**ABSENT:** Jim Allen, Amanda Diefenderfer

**STAFF PRESENT:** Chuck Davison, Brooke Burnham, Michael Wambolt, Brendan Pringle, Jordan Carson, Kylee Jepsen

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**Call to Order at 8:43 am.**

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

None.

#### **ANNOUNCEMENTS**

Davison provided an overview of the schedule and structure of the meeting

#### **CONSENT AGENDA**

#### 3. **Approval of February 14, 2017 Marketing Committee Meeting Minutes**

Public Comment – None.

Committee Discussion – None.

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

**Motion carried: 11:0**

#### **BUSINESS ITEMS**

#### 4. **Marketing Committee Strategic Planning**

The Marketing Committee, VSC staff, and the marketing agency-of-record, BCF, discussed FY2017-18 planning for marketing, public relations, sales, and content marketing. Burnham recapped key takeaways.

Public Comment – None.

Committee Discussion – None.

**ADJOURNMENT**

Meeting adjourned at 2:32pm.