



MINUTES

Visit SLO CAL Marketing Committee

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Meeting Minutes

Tuesday, April 11, 2017

8:30am

Sands Inn & Suites

1930 Monterey Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Brooke Burnham

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

ABSENT: Jim Allen, Lori Keller

STAFF PRESENT: Chuck Davison, Brooke Burnham, Brendan Pringle, Jordan Carson, Chie Evans

Call to Order at 8:33 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Banish announced the Charles Paddock Zoo's upcoming event, Brew at the Zoo. Burnham introduced one of Visit SLO CAL's new Cal Poly interns, Haley McKay. Davison then introduced Chie Evans, VSC's new Executive Assistant.

CONSENT AGENDA

3. Approval of March 14, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 9:0:1
Diefenderfer abstained. Muran arrived after the vote.

CEO REPORT

4. CEO Report

Davison introduced the date and new format for the 2017 Tourism Exchange on May 11. The new format will include a luncheon with keynote address, followed by three, 45-minute breakout sessions with an evening reception at The Monday Club.

Davison announced VSC's open board seats. Davison has reached out to all cities about current appointed Board seats up for renewal. Noreen Martin's at-large seat will be open and is the only elected seat. Davison noted that the application process is open until May 1 and applications will be reviewed at the upcoming Executive Committee Meeting.

Board has requested to revisit the booking engine conversation. This item will be pushed to the May Board meeting. Davison noted that VSC reviewed the analytics and the Booking.com booking engine seems to be accomplishing everything it set out to do. VSC will be presenting a more detailed report by community at the May Board Meeting.

Davison reminded the Committee about the upcoming inaugural Seattle flight launch celebration on Thursday, April 13. Davison noted that there will be a press conference at 10:00 am with a ribbon cutting to follow before the flight lands from Seattle.

Davison gave an update on current Highway 1 closure communications. Visit California highlighted SLO CAL's North Coast on their blog, as well as specific lodging properties and activities. This blog post was a direct result of VSC's communications with Visit California.

Davison gave an overview of his upcoming travel schedule.

Public Comment – None.

Committee Discussion – Cuming asked why no vacation rentals were showing up in the Booking.com analytics. Davison noted that they are not participating in the booking engine on the VSC website.

BUSINESS ITEMS

5. Update on Board Action

After hearing concerns from some of the SLO CAL communities that appointed board seats were not reporting back, Davison and VSC have begun the process of setting up quarterly or semi-annual reporting meetings in each community with Davison, appointed board seat(s), city manager and any city officials.

Board approved up to an additional \$77,000 for contingency funds from the FY2016/17 budget for Denver flight activation.

Board approved VSC to finalize Phase 1 of the Conference Center Feasibility Plan management report, release the demand analysis results and eliminate Phase 2 & 3 from the engagement plan with B&D.

Public Comment – None.

Committee Discussion – None.

6. Advertising and Marketing Update

Burnham gave an update on the current Paid Media Campaign, noting that cost per weighted conversion is down 23% and moving in the right direction. Native ads continue to outperform as well as Tripadvisor and Connected TV. Burnham provided an update on creative, showing the Committee a two-page spread in Phoenix Magazine that accompanied an editorial, and a first glimpse at the results from the BuzzFeed and Matador content co-op. Burnham also gave a recap of

Visit California's New York Media Event. Burnham secured several desksides while in New York, including meetings with Rachel Ray, Conde Nast and Successful Meetings. Burnham requested that Committee members send in additional story ideas, especially those revolving around fall/harvest. VSC is working with Stacie Jacob of Solterra Strategies to develop a Project Communications Plan. This plan will be a template for future project communications and will begin with the Conference Center Feasibility Study. VSC continues to update consumers and industry partners about the Highway 1 closure and has worked with Cuming and Highway 1 Discovery Route to organize a meeting with North Coast partners, and gather insight as well as feedback. Caltrans will be in attendance to provide updates as well. Burnham notified the Committee about a new contract with Chute, a user-generated content aggregator which will bring social content to the current and new website. Burnham also gave an update on current Seattle and Denver flight activations. VSC has approved the wireframes and top level navigation from Simpleview for the new website.

Public Comment - None.

Committee Discussion – Cuming requested that VSC look into adding more of their own assets into WebDAM for communities to use.

7. New Flight Market Promotion Update

VSC has created a new landing page with flight-specific information, as well as special messaging on their social media channels to direct consumers back to that page. In conjunction with the new Seattle flight, VSC continues PR efforts in Seattle, and will be hosting Evening Magazine from Seattle on May 20-21 to film a television episode. VSC has also created a piece for Seattle Magazine. The Wine Flies Free program launches the same day as the Alaska Airlines flight to Seattle. VSC has created a landing and FAQ page, window stickers and table top signage as well as social media banners to promote this program.

Public Comment – None.

Committee Discussion – None.

8. FY 2017/18 Planning Update

BCF recommends spending \$180,000 on co-op opportunities. Burnham noted that the Marketing Committee will see a draft of the FY 2017/18 Marketing Plan at the May meeting and requested that Committee members send their Marketing Plans from last year to help aid in the planning process.

Public Comment – None.

Committee Discussion – None.

9. Marketing Discussions

9a. Strategic Marketing Retreat Review & Discussion

Burnham reviewed the key takeaways from the Marketing Committee Retreat in March and asked for feedback on the retreat.

Public Comment – None.

Committee Discussion. Muran noted that the next biggest challenge will be how VSC manages everything they're taking on with the size of staff. Porter requested that the next Marketing Committee Retreat not be the week of Zin Fest weekend in Paso Robles.

9b. Co-Op Marketing Discussion

Public Comment – None.

Committee Discussion. Sorgenfrei noted that it is still important that destinations take a second look at co-op pieces and content. Burnham stated that going forward, they'd like everyone produce their own bullets/talking points and have the writer produce the content based on those pieces. Sorgenfrei noted that one way to pursue this is to have pre-approved copy that could be a starting point. Sorgenfrei also noted that Matador was easy to work with, but it was a bit more work than they expected, especially the week of the shoot. Sorgenfrei would have preferred to have a list of everything they needed from them ahead of time in order to make the process go smoother. Akers had a different experience, and noted that they were very collaborative.

9c, Content Marketing

Burnham requested that the DMO's that use persona marketing share their personas with VSC. This will help in the development of the marketing plan with BCF.

Public Comment – None.

Committee Discussion.

9d. Discussion Recap

Burnham recapped the ideas discussed during the meeting. She also showed the Marketing Committee new footage shot all around SLO County. This aerial footage is part one of two sessions with Peregrine Media Group, which will be going out this summer to shoot more footage.

Public Comment – None.

Committee Discussion. Porter provided an update about a new partnership with Kroger grocery stores. She noted that 997 stores across 24 states beginning on June 11th will have Paso Wine branded displays along with 40 cases of Paso Robles wine.

ADJOURNMENT

Meeting adjourned at 10:32 am.