



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, May 9, 2017

8:30am

Sands Inn & Suites

1930 Monterey Street, San Luis Obispo, CA 93401

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

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

ABSENT: Jim Allen, Terrie Banish

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

Call to Order at 8:34 am.

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

None.

ANNOUNCEMENTS

Akers announced Atascadero's upcoming Cider Festival and noted that tickets are still available.

Porter noted that Wine Festival weekend is two weeks away and will boast two winemaker dinners and a grand tasting in the park.

Jackson announced Pismo Beach's ancillary events for the upcoming Amgen Tour of California start which will include a movie night at Dinosaur Caves Park, tricycle giveaways, food trucks.

Cano noted that the City of San Luis Obispo will be participating in Amgen Tour of California by hosting a Block Party in downtown San Luis Obispo beginning at 2pm with a live performance by Zongo Allstars.

Davison reminded the Committee of Visit SLO CAL's upcoming Tourism Exchange and Reception on Thursday, May 11.

CONSENT AGENDA

3. **Approval of April 11, 2017 Marketing Committee Minutes**

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Sorgenfrei/Gordon to approve the Consent Agenda as presented.

Motion carried: 10:0:1
Keller abstained

CEO REPORT

4. CEO Report

Davison announced that Board Liaison Meetings have been scheduled with city officials in communities throughout the county.

Davison made note of the upcoming Advisory Committee Meeting on Thursday, June 1 from 3-5 pm at the Avila Lighthouse Suites, and encouraged the Marketing Committee to attend and communicate the findings and discussions to their city officials and tourism colleagues.

Davison gave an update on recent Travel Trade sales missions, including the Visit California China Sales Mission and a UK/Ireland Travel Trade and PR Mission that was organized by Black Diamond.

Davison and Burnham attended the Visit California Silver Anniversary Celebration in Sacramento with Paso Robles Mayor Steve Martin, Noreen Martin and several other members of the local tourism community.

Davison reached out to all communities on next steps for community-appointed Board of Directors seats. Noreen Martin is the only seat up for election and three applications were received for this seat. These applications will be submitted to the Executive Committee in May for recommendations. Those recommendations will then go to the Board at the May Board Meeting.

Davison gave an overview of his upcoming travel schedule.

Public Comment – None.

Committee Discussion – None

BUSINESS ITEMS

5. Update on Board Action

Board approved the CEO contract agreement as presented at the April Board Meeting.

Public Comment – None.

Committee Discussion – None.

6. Advertising and Marketing Update

Burnham gave an update on VSC's current Paid Media Campaign, noting that BCF continues to optimize and VSC is satisfied with the overall results so far for the ad campaign. VSC and BCF have added Denver geo-targeting, airline retargeting on paid social and look-a-like audience targeting on paid social.

The Committee viewed the AMGEN Tour of California 15-second adventure video that will be played online via the Amgen Tour of California Tour Tracker during the Stage 3 of the race in SLO CAL.

Burnham provided an update on creative and noted that BCF has launched VSC's Facebook Canvas ads. The Alaska Beyond Magazine spread featured 7-pages in the May issue, including a two-page spread for the county as a whole. SLO CAL's BuzzFeed Article went live and has received almost 60,000 views.

At the end of April Burnham went to Denver for the DMAI CMO Summit and worked with VSC's Colorado PR contractor to set up press visits, which included desksides with AAA Encompass, 5280 Magazine, Denver Post, Elevation Outdoors and Nat Geo Social. Follow-up is underway.

VSC is currently working with Stacie Jacob from Solterra on several press releases and media alerts surrounding the Conference Center Market Study, National Travel and Tourism Week, Annual Report Card, Impact of Tourism and the Tourism Exchange and Annual Awards. Davison and Burnham have a meeting with the Tribune after today's Marketing Committee meeting to ensure media clarity on all of these items.

VSC is collaborating with Monterey County on a possible opening announcement for both the Ragged Point and Pfeiffer Canyon Bridge re-openings, both of which will include collaboration with CCTC and VCA.

Burnham announced that Chute, VSC's current UGC aggregator, has approached VSC with the opportunity to offer full Chute accessibility to VSC DMO partners for \$500 a month. Burnham asked for MC members to let VSC know if they are interested. Burnham gave an update on the partnership opportunity with the Clymb/Leftlane Sports which includes content, three articles, social sharing in market, PR push, e-blasts and social push for content. This partnership will help solidify the active adventurer portion of the brand.

Burnham noted that traffic continues to rise on the website, with more than 500,000 visitors in April, and VSC & BCF will continue to optimize to ensure that high ad performance continues.

Burnham noted that VSC is working on the advanced sitemap with Simpleview and gave the MC a glimpse at the first pass of the sitemap including the Explore SLO CAL and Things to Do sections.

Public Comment - None.

Committee Discussion – Keller noted that Martin Resorts is working with the Post Ranch Inn to set up tours of SLO CAL wherein a guest would stay at Avila Lighthouse Suites, enjoy a helicopter ride to Post Ranch Inn and then come back to tour the county.

Cuming asked why VSC thinks people are staying on the website. Davison noted it could be due to more engaging content, casting a wider net and constant optimization. Cuming noted that it would be great to understand how others can learn from this and use their marketing dollars in a strategic way to continue to optimize their own websites. Cuming requested that this be a future discussion item.

Porter asked how much time VSC spends on the analytics and optimization. Burnham noted that without a Digital Marketing Manager, VSC isn't as close to the optimization, but have multiple conversations a week with the agency about the steps necessary to continue the process.

Cuming asked if there would be an opportunity for digital channel co-ops with VSC. Burnham said this would be possible, and asked if the DMO's have additional co-op dollars for this fiscal year to spend on social co-op opportunities. If so, this could be implemented quickly and used as a test run for the future.

Sorgenfrei said it can be hard to do digital ad co-ops with destinations because they don't have a strong call to action;

however, he suggested they could possibly do native ads instead. Burnham flagged this as a discussion item for the next fiscal year, as VSC's native ad campaign is wrapping up at the end of May.

7. FY 17/18 Marketing Update & Discussion

VSC is working on finalizing the Marketing Plan for FY 2017/18 and will use consistent personas and demographics, but pulled San Diego in favor of Denver. Burnham noted that San Diego will remain in the overall mix with continued participation in opportunities like the San Diego Bay Wine & Food Festival.

Burnham gave an update on the Media Plan for FY 2017/18 and stated that it will shift slightly from what was proposed by the agency, BCF, to add SEM back into the mix. In the FY 2017/18 Media Plan, VSC has outlined several co-op advertising opportunities, including more in-flight magazine spreads, an out-of-home campaign surrounding Savor on the Road and Native Content.

Public Comment – None.

Committee Discussion – Keller suggested VSC could focus on fly and drive markets for the out-of-home co-op. She also pointed out that there are only 77 seats a day coming in from Seattle. VSC needs to first figure out how many people they are looking to convert. Akers noted that Atascadero would like to take advantage of opportunities outside of the SF and LA markets because those require a larger budget. Sorgenfrei, Akers, Cano, Goldie all expressed interest in an out-of-home co-op campaign.

ADJOURNMENT

Meeting adjourned at 10:40 am.