



# MINUTES

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## Visit SLO CAL Marketing Committee

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#### Meeting Minutes

Tuesday, June 13, 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, Terrie Banish, Christen Goldie, Gordon Jackson, Lori Keller

**ABSENT:** Jim Allen, Amanda Diefenderfer, Jennifer Little, Heather Muran, Jen Porter, John Sorgenfrei

**STAFF PRESENT** Brooke Burnham, Brendan Pringle, Jordan Carson, Pam Roberts, Michael Wambolt

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**Call to Order at 8:40 am.**

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

None.

#### ANNOUNCEMENT

Document Retention Policy: VSC contracted with CIVITAS to update the Record Retention Policy. VSC directors, officers, employees, volunteers or agents are required to copy [records@slocal.com](mailto:records@slocal.com) on all email messages regarding official VSC business. VSC sent out an email on Friday, June 9 with this information so DMO's can share with their colleagues and constituents.

Banish announced the Atascadero Lakeside Wine Festival happening this weekend.

#### CONSENT AGENDA

#### 3. Approval of May 9, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

**Motion carried: 7:0**

#### BUSINESS ITEMS

#### **4. Update on Board Action**

Pringle updated the Marketing Committee on recent Board action including approval of the CEO Annual Review, updates to the Document Retention Policy, specifically in regard to the email policy, and the election of Lori Keller to the Board of Directors.

Public Comment – None.

Committee Discussion – None.

#### **5. Advertising and Marketing Update**

Burnham gave an update on the paid media campaign, noting that VSC has transitioned the display campaign out of all markets except for Denver. Burnham also showed the Committee the new 15-second persona videos that were added to the ad campaign, running on Facebook in all target markets. These new videos have seen a 78 percent view rate and a cost per completed view of \$0.03. The Committee viewed the new 15-second videos.

Burnham noted that VSC has created a new brochure for Film SLO CAL, which was distributed to location managers and representatives in the film industry at the Film in CA event.

Wambolt gave an update on recent Travel Trade initiatives including attendance at IPW in Washington, D.C. in June. VSC debuted a brand-new, custom 10x50 booth in which six partners were showcased (San Luis Obispo, Morro Bay, Pismo Beach, Boutique Hotel Collection and Paso Robles) as well as a modified countywide video that integrates the new brand, aerial footage and brand footage. Wambolt also stated that VSC will be working on revamping the countywide video as a whole with new assets from all the destinations. Wambolt noted that VSC held 57 appointments and poured SLO CAL wine and beer during the event.

Wambolt provided an update on recent sales missions, including a UK Travel Trade FAM with nine top travel agents and project managers from UK & Ireland. This travel trade FAM was a result of VSC's travel trade/PR contract with Black Diamond.

Burnham noted that Kylee Corliss has transitioned out of communications and will be supporting Film SLO CAL only. VSC has contracted Hilary Townsend, Townsend PR, until the Communications Manager position can be filled. VSC hosted Seattle Evening Magazine, resulting in two videos and an article. Corliss attended the Visit California San Francisco Media Event where 80 media representatives attended from outlets such as the SF Chronicle, Bay Area News Group, AFAR, Sunset, Via and Smart Meetings. Burnham noted that Corliss said there was a very high level of interest in SLO CAL. VSC is pivoting to a long-term strategy surrounding the Highway 1 closure, and is developing a consumer-facing toolkit with Solterra Strategies, in collaboration with Visit California. This toolkit will include articles and photos, social media content, graphics and maps. VSC will update this information periodically throughout the year.

Visit SLO CAL is considering new ways to integrate destination brands and content into VSC's content strategy. Burnham stated that one idea is to schedule regular Instagram takeovers, allowing the participating DMO's one week each quarter to take over the SLO CAL Instagram handle, post up to two times a day and use Instagram stories. Burnham noted that once approved, VSC will provide a sign-up form to the destinations.

Burnham gave an update on the new website being built by Simpleview. VSC is finalizing the style guide with Simpleview and completing the advanced sitemap. Traffic is slowing down on the current site as paid media placement slows down, and the Event Calendar is still the most popular page.

Public Comment - None.

Committee Discussion. Akers had asked if VSC has a dashboard with month-over-month analytics from the paid campaign. Burnham noted that we look at those each month, but because the campaign essentially ran for 1 quarter,

VSC only has a quarterly view. Burnham noted that the Marketing Committee can look at this deep-dive during the next meeting. Cuming asked about the Highway 1 buzz at IPW. Wambolt mentioned both VSC and VCA had brochures detailing the detour. Cano noted that some people didn't know about the closure, which provided the opportunity to educate them about the closure. Keller asked how VSC will be measuring the ROI for future tradeshows as we look to expand and make an impact on a higher level. Wambolt noted that VSC is looking into third parties who can manage that piece. The new Simpleview CRM will also be able to handle high-level review and reporting. Wambolt noted that industry-wide, there is no definitive way to report out, but hopefully these third parties will help.

## 6. Marketing Committee Member Submissions

Burnham noted that VSC has opened the application process for the Marketing Committee. There are currently up to five seats open. Burnham made the Marketing Committee aware that the applications and guidelines can be found on the Members Area of the website.

Public Comment – None.

Committee Discussion - None

## 7. Review and Discuss FY 2017/18 Marketing Plan

Burnham reviewed the FY 2017/18 Marketing Plan, stating that VSC will maintain consistent markets, personas and demographics with the exception of San Diego, which has been removed from the mix to make room for Denver. VSC has also tailored the media flight calendar to each market in order to reach each at the right time with the right message. VSC's media strategy remains nearly entirely digital with the exception of certain media co-op opportunities such as in-flight magazines, out-of-home and SAVOR on the Road. Burnham noted that VSC has proposed a social media and native ad co-op opportunity in which destinations create a blog post for the SLO CAL website and sign up for one of 20 weeks available for \$500. VSC matches the amount and the destination can choose to have VSC boost the post on Facebook or use it in a Native Ad. Destinations would also have the option of doubling up for \$1000 in which they receive both a boosted post and a native ad.

Burnham made the Committee aware of upcoming co-op marketing opportunities including SAVOR on the Road, media hosting, Film SLO CAL FAM, travel trade FAMs, trade shows and sales missions.

Public Comment – None.

Committee Discussion - Akers asked if Las Vegas was really still a viable target market. Burnham noted we have tapered down the budget for that market. The Committee requested that the co-op opportunities be sent out in a one-page document. Cuming asked if there will be a research component for 2017/18 with the ability for DMO's to buy in. Burnham responded that there will be an option and Chuck Davison is taking the lead on upcoming research projects.

**ACTION:** Moved by Cuming/Keller to recommend that the Board approve the FY 2017/18 Marketing Plan as presented.

**Motion carried: 7:0**

## 8. Marketing Discussions

**8a. Chute Co-op Opportunity:** Burnham gave an update on the Chute co-op and made the Committee aware that VSC and Chute are ready to move forward with those who are interested. This co-op allows partners full access to the Chute platform as well as group onboarding training and monthly webinars for a discounted price. Burnham noted that VSC would also receive co-ownership of use rights and galleries.

**8b. Highway 1 Closure Support:** Burnham reiterated that VSC is pivoting to a long-term strategy and is in the process of

developing a consumer-facing toolkit for partners and stakeholders. Burnham also shared that The Tribune has approached VSC for a regional collaboration about promotion of Highway 1, which spawned thoughts of a more regional co-op option. Keller stated that getting local awareness that we are the “new” Big Sur could be very valuable. Burnham noted that activating the people who are closer to the closure could be more beneficial in the short-term who are planning last-minute trips. Cuming showed interest in this co-op opportunity. Cano also noted that Monterey did a virtual press tour. Burnham stated that she will look into the result of that effort to see if it could be an option for VSC to pursue.

***8c. Discussion Recap***

Public Comment – None.

Committee Discussion – None.

**ADJOURNMENT**

Meeting adjourned at 10:22 am.