



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, April 10, 2018

8:30 am

Hampton Inn, San Luis Obispo

1530 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Christen Goldie, Jennifer Little, Courtney Meznarich, Heather Muran, Jennifer Porter, John Sorgenfrei, Danna Stroud, Jill Tweedie

ABSENT: Gordon Jackson

STAFF PRESENT: Chuck Davison, Brooke Burnham, Keba Baird, Yarina Valverde, Brendan Pringle, Jordan Carson

Call to Order at 8:36 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

CONSENT AGENDA

Announcements

Burnham reminded the Committee about the Tourism Exchange on May 8 at the Embassy Suites.

Cano notified the Committee about the Central Coast Tourism Council Retreat next week. Registration is \$225 for members and will take place in Solvang.

3. Approval of March 13, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 14:0
Brennan absent at time of motion

4. Advertising & Marketing Update

Burnham reviewed recent Travel Trade outreach efforts and trade programs. VSC will be attending IPW in May and a UK Sales Mission with Black Diamond in June.

Film SLO CAL will be attending the Film in California Conference on May 5. Burnham reminded the Committee that leads are being posted to appropriate partners in the SLO CAL Connection and VSC would like the DMO's to continue to encourage permitting partners in DMO areas to report to Film SLO CAL when filming is happening and where. Burnham reviewed YTD stats.

Carson reviewed the SAVOR Taste Washington booth installation and provided general event feedback as well as an update on VSC's new Product Promotion Program. Carson reviewed March web statistics.

Burnham reported out on recent PR efforts including deskside visits in New York and Seattle, as well as recent media visits, March media results and upcoming opportunities.

Valverde reviewed VSC's winter/spring paid media campaign including creative asset development. Burnham noted that VSC is reviewing Goodway's reporting structure, administrative management and strategy performance compared to what was initially promised.

Public Comment – None.

Committee Discussion - Tweedie asked a question about leads and the leads process. Burnham made note that VSC is building in quality checks to ensure the appropriate people are receiving the right leads. VSC does recommend that partners check SLO CAL Connection at least once a week in case there is a lead they might have missed.

Cuming asked if VSC will be sharing the lists of recent media who have been difficult to work with. Burnham noted VSC will be putting them into the CRM with notes, including challenges. Cuming also noted that when opportunities are being passed onto the DMO from Viist SLO CAL, it would be helpful to know why.

Sorgenfrei noted it would be beneficial on a big story or FAM to jump on a call to talk it through.

5. Marketing Committee Applications

Burnham reviewed the candidates for the open Marketing Committee seat: Shari Clark – Parker Sanpej; Alana Beal – Pasolivo; and Lindsey Hartig-Martin Resorts.

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by **Cuming/Stroud** to recommend the Board approve Lindsay Hartig for the VSC Marketing Committee.

Motion carried: 13:0

Muran opposed. Sorgenfrei was absent at the time of motion.

6. Marketing Discussions

6a. Reporting Deep-Dive – Burnham reviewed media campaign reporting and tabled the Trendkite deep-dive for next month's agenda.

Public Comment – None.

Committee Discussion – None.

Adjournment

Meeting adjourned at 10:25 am.