



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, October 9, 2018

8:30 am – 10:30 am

Hampton Inn & Suites, San Luis Obispo

1530 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Audrey Arellano, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Christen Goldie, Jennifer Little, Courtney Meznarich, Heather Muran, Danna Stroud, Jill Tweedie

ABSENT: Ashlee Akers, Jim Allen, Lindsey Hartig, Gordon Jackson, Jennifer Porter, John Sorgenfrei

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Jordan Carson

Call to Order at 8:37 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Breakaway Tours is wrapping up a promotional video this weekend. Looking for diverse group of people.

Burnham announced Visit SLO CAL's Industry Educational Symposium, All Agency Meeting, Packaging Party and End-of-Year Satisfaction Survey.

CONSENT AGENDA

3. Approval of September 11, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion.

ACTION: Moved by Banish/Arellano to approve the Consent Agenda as presented.

Motion carried: 8:0:1

Cano abstained.

Muran and Brennan arrived after the motion.

4. Marketing Discussions

a. Destination Presentation – Muran presented on SLO Wine Association’s brand platform.

Public Comment – None.

Committee Discussion – Little asked how far the new AVA would extend. Muran noted it runs right up to the Santa Maria Valley AVA all the way to the Monterey County line along Highway 1.

a. Arrivalist – Burnham reviewed Arrivalist Spring campaign results.

Public Comment – None.

Committee Discussion – Cuming gauged the interest of other DMOs in the A3 platform. Atascadero and Pismo Beach have expressed interest. Cuming noted it’s not clear about how the 10 unincorporated areas can participate.

Stroud asked if Visit SLO CAL anticipates making any changes to the media campaign based on this Arrivalist information. Burnham noted the longer Visit SLO CAL is with Arrivalist, the better the data will be, not necessarily changing media plans but more so confirming assumptions and informing strategies for media partners and timing by market.

Cano noted the challenge is the direct connection back to the SLO TBID’s media buy. Burnham noted that part of the challenge with more pixels, outside of the one allotted, is the management of all of those pixels. Burnham asked the committee to provide the minimum and maximum number of pixels they would like to receive, along with any other ‘must have’ items and Visit SLO CAL will go back to Arrivalist to see what is doable.

c. Discussion about Discussion Topics: Burnham reviewed Visit SLO CAL’s future Marketing Committee discussion topics.

Public Comment – None.

Committee Discussion – Arellano noted the Committee had discussed emergency planning and asked what the status is on that discussion. Davison noted that Visit SLO CAL is in conversations with the County right now about how we can better message to our lodging investors and visitors, but the plan is in development.

Arellano noted that the newly passed laws surrounding sex trafficking and the lodging industry could be a good discussion topic for future meetings.

Tweedie suggested that a broader conversation about people who are already in market and how we message them could be a future discussion topic.

Cano noted that CCTC could share their new three-year marketing plan.

5. Advertising & Marketing Update

Wambolt reviewed recent travel trade efforts, outreach and upcoming trade programs.

Burnham reviewed recent Film SLO CAL efforts including recent film scouting, film shoots, upcoming event attendance and current year-to-date stats. Burnham announced Visit SLO CAL is looking for a new Film Commission Liaison.

Carson reviewed partnership and events efforts, including the SAVOR San Diego activation in November and the upcoming Fall Industry Educational Symposium.

Baird reviewed earned media results, upcoming pitches, visits, as well as upcoming articles.

Carson reviewed upcoming social media content needs and SLOCAL.com web stats.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:32 am.