



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, January 8, 2018

8:30 am – 10:30 am

The Kinney

1800 Monterey St., San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Molly Cano, Cheryl Cuming, Christen Goldie, Jennifer Little, Lindsey Roberts, Danna Stroud, John Sorgenfrei

ABSENT: Terrie Banish, Jocelyn Brennan, Gordon Jackson, Jill Tweedie

STAFF PRESENT: Brooke Burnham, Jordan Carson

Call to Order at 8:38 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Burnham reminded the Committee about the Beginning of Year Bash.

Burnham noted February's Marketing Committee meeting is during Visit California's Outlook Forum. Visit SLO CAL is proposing to move it to Tuesday, February 5. Visit SLO CAL will send out a reminder email.

Burnham informed the Committee about open jobs at Visit SLO CAL. All descriptions can be found at SLOCAL.com/Jobs.

Akers announced that Atascadero's Tamale Festival will be happening January 19, 2019 from 11am-5pm.

CONSENT AGENDA

3. Approval of December 11, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion. The date of the minutes was incorrect; it should be December 11, 2018.

ACTION: Moved by Cuming/Arellano to approve the December 11, 2018 Marketing Committee Minutes as amended.

Motion carried: 9:0:1

Roberts abstained.

4. Approval of December 11, 2018 Co-op Summit Minutes

Public Comment – None.

Committee Discussion – None

ACTION: Moved by Cano/Akers to approve the December 11, 2018 Co-op Summit Minutes as presented.

**Motion carried: 6:0:4
Non-attendees abstained.**

5. Marketing Discussions

a. Destination Presentation – Stroud reviewed Travel Paso’s brand platform.

Public Comment – None.

Committee Discussion – Little asked Stroud whether the 300 vacation rental licenses listed allow for multiple units under one license? Stroud replied no; it is one license per unit.

b. Retreat Planning Kick-off – Burnham asked the Committee to review last year’s Marketing Committee Retreat format.

Public Comment – None.

Committee Discussion – Cano asked what the Committee and Visit SLO CAL want to accomplish at this meeting so that the group can figure out how to get there. Burnham noted that items such as planning for next fiscal year, reducing duplication and helping to inform and guide the marketing plan for Visit SLO CAL were what the organization would like to accomplish.

Sorgenfrei noted that it is valuable to have the agency presentations first, uninterrupted, then allow the Committee to provide input one by one. Sorgenfrei also noted that he would like to see a general discussion time allocated to review how the Committee interacts with each other and what Visit SLO CAL would like to see from the Committee during future meetings.

Stroud requested that the agencies provide insights on trends, such as those from the previous year, and that when there’s the opportunity to build in the travel trade reports from the Director of Travel Trade, this information would also be helpful. Akers echoed Stroud’s feedback on travel trade reports.

Stroud inquired about whether or not there is an opportunity to share the DMOs priorities/focus. Burnham noted Visit SLO CAL will solicit that information ahead of time to help inform the discussion.

Cano noted, other than the co-ops, understanding the drive market and new flight markets, how Dallas fits into those markets, overall approach, how DMOs can plug in to those efforts, and also revisiting the overall PR approach could be useful discussion topics.

Arellano asked if Visit SLO CAL is able to see where passengers originated from, and if they didn’t start at DFW, if we can see where they started. Burnham responded that the airport has that data.

Sorgenfrei suggested keeping the retreat attendance to just the committee members. Cuming noted it would be beneficial to have the flexibility to bring an agency partner.

Little noted it would be helpful to get the agenda set far enough in advance so that the DMOs can have discussions ahead of time with their committees or boards.

c. Meeting Planner and In-market Engagement – Staff did not review and will table for February meeting.

Public Comment – None.

Committee Discussion – None.

6. Advertising & Marketing Update – Staff did not review but notified the Committee that the slides will be sent out with the takeaways.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:30 am.