



# MINUTES

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, July 17, 2018

8:30 am – 11:00 am

Courtyard by Marriott, San Luis Obispo

1605 Calle Joaquin, San Luis Obispo, CA 93405

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

**PRESENT:** Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Christen Goldie, Lindsey Hartig, Gordon Jackson, Jennifer Little, Jennifer Porter, John Sorgenfrei, Danna Stroud, Jill Tweedie

**ABSENT:** Jocelyn Brennan, Courtney Meznarich, Heather Muran

**STAFF PRESENT:** Brooke Burnham, Michael Wambolt, Keba Baird, Yarina Valverde, Jordan Carson

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**Call to Order at 8:32 am.**

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

None.

#### ANNOUNCEMENTS

Burnham introduced Visit SLO CAL's summer interns and announced the Highway 1 reopening ribbon-cutting on Friday, July 20, 2018 in Ragged Point. Burnham also noted that there will be no August Marketing Committee Meeting.

Porter announced the Mid-State Fair wine awards.

Tweedie told the Committee about a group of 700 from Google coming to SLO CAL for a retreat. Tweedie is working on transportation and unique activities for the group to partake in while they're in the area.

#### CONSENT AGENDA

#### 3. Approval of June 12, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – Porter noted she was not listed on the attendance list in the June Minutes. Stroud noted that the term "redistricting" was misleading and it was noted that it would be changed.

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

**Motion carried: 13:0:1**  
**Stroud abstained.**

#### 4. Advertising & Marketing Update

Wambolt reviewed recent Travel Trade efforts, including a small lodging property meeting in Morro Bay and UK Sales Mission in June. Upcoming programs include a Southern California sales mission with a \$250 co-op available, and the Recreational Vehicle Industry Association show in Pomona in October.

Burnham reviewed recent Film SLO CAL efforts including recent film scouting, film shoots, filming announcements and current year-to-date stats. Film SLO CAL will be attending American Film Market in October.

The Committee was told to mark their calendars for the San Diego Bay Wine & Food Festival (a SAVOR activation) November 16-17, 2018. VSC is planning the fall educational symposium and is working on an updated programming style.

Valverde reviewed VSC's Highway 1 reopening social media advertising co-op, which will include a custom landing page, Highway 1 round-up blog, video and carousel ads.

Baird reviewed earned media efforts surrounding the Highway 1 reopening ribbon-cutting, Visit California's Dream Drive and the following Dream Drive FAM of 50+ international media. Baird recapped the media portion of VSC's UK PR Mission with Black Diamond, recent media visits, upcoming opportunities and upcoming confirmed articles. Baird also reviewed recent efforts surrounding the Destination Management Strategy. Visit SLO CAL created PSAs with VSC President & CEO Chuck Davison, SLO CAL mayors and Jordan Cunningham. Baird reviewed TURNER and Black Diamond media results and their respective upcoming opportunities. Baird reminded the Committee that VSC is in the running for Best Digital Campaign at US Travel Association's ESTO Awards and People's Choice voting is open now through August 7.

Burnham noted that VSC is shifting Black Diamond's contract in regard to PR and will be looking to reduce their contract to the UK media mission only, and replace the balance with other proactive efforts. Burnham reviewed solutions for the upcoming year with IPW and VCA.

Carson reviewed upcoming social media and SLOCAL.com web stats. Valverde reported out on DTN's web advertising program, including a new pricing structure for partners.

Valverde reviewed VSC's upcoming creative asset development shoot in August with BCF to fill current asset gaps. VSC signed its contract with Miles Media for FY 2018/19. Goals and targeting will remain consistent and VSC is working with Miles to refine the media plan. Valverde reviewed proposed media mix and trying to figure out if all of these tactics make sense, as well as the timeline. Brand Lift Study Wave 3 is underway.

Public Comment – None.

Committee Discussion – Stroud asked if partners involved in the Dream Drive will be receiving more information about the total number of journalists, and also remarked on the activity focus. Baird stated VSC is waiting on VCA for the final number of journalists, but will likely have the final count by the end of the week. With that, they will also be sending over the list of interests from the journalists to better inform the itineraries.

Cuming asked if VSC will be invoicing the DMO's for their portion of the FAM. Baird reminded the Committee that participating DMOs are just responsible for two overnights and two dinners.

Cano noted that CCTC had also pulled back their contract with Black Diamond last year and saw no significant repercussions. The contract now focuses on Travel Trade, just as VSC is proposing to do.

Stroud inquired about the timeline for the Miles media plan. Burnham noted VSC should have it in the next few weeks and is using Arrivalist and Expedia data to inform booking windows, to make sure the timeline works.

## **5. Destination Presentation**

Sorgenfrei presented Pismo Beach's brand platform. Jackson reviewed Pismo Beach's CVB and LBID partnership. Sorgenfrei announced that Pismo Beach will be going with Simpleview for a website re-design. Simpleview already built their CRM, making this a natural fit.

Public Comment – None.

Committee Discussion – Stroud asked Sorgenfrei if Pismo Beach's visitor magazine was distributed in market and out. Sorgenfrei noted that it is. Burnham asked about seasonality, to which Sorgenfrei stated that their media push happens in the later part of September with three months in winter and three months in spring, finishing by May.

Porter asked if Pismo Beach was still attending the Scottsdale Food & Wine. Sorgenfrei stated they are not.

## **6. Marketing Discussions**

- a. **New Co-op Ideas** – Burnham reviewed Arrivalist's A3 platform co-op and International co-ops including Brand USA's City page, Brand USA's visitor magazine and Visit California's visitor magazine and CA STR.

Public Comment – None.

Committee Discussion – Cuming asked if an Arrivalist A3 Point of Interest (POI) could be all of Highway 1. Burnham noted that that question would likely be better answered through conferring with Arrivalist. Akers and Cano asked questions to better understand the VSC and DMO investment. Porter inquired about geo-fencing costs. Burnham stated that cost increases incrementally with more POI's.

Cuming, Cano, Akers, Stroud, Sorgenfrei all interested in the Arrivalist co-op opportunity but need more information.

The Committee asked what the timing would look like for the Arrivalist A3 Platform. Burnham noted VSC will go back to Arrivalist to inform them of the interest and will outline all program details. VSC will likely bring this opportunity back to the Committee in September for further review.

Little stated that Morro Bay would be interested in the Brand USA city page.

Stroud noted that Paso Robles can't commit to something right away, but long-term, it could be interesting to look into. Stroud noted there should be a larger group discussion in regard to international market share and opportunity.

## **ADJOURNMENT**

Meeting adjourned at 10:48 am.