



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, September 11, 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: Ashlee Akers, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Cheryl Cuming, Christen Goldie, Lindsey Hartig, Gordon Jackson, Jennifer Little, Courtney Meznarich, Heather Muran, Jennifer Porter, John Sorgenfrei, Danna Stroud, Jill Tweedie

ABSENT: Jim Allen, Molly Cano

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

Call to Order at 8:37 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Jackson announced that September 20 is California Surfing Day.

Tweedie hosted 750 Google employees around the county attending a wine tasting event in Paso Robles, visiting Avila Beach and the Downtown SLO Thursday Farmers Market.

Cuming announced the Eroica vintage bike race could be expanding the race route to include the north coast next year.

CONSENT AGENDA

3. Approval of September 11, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion.

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

Motion carried: 13:0
Muran & Brennan absent at time of motion

4. Advertising & Marketing Update

Wambolt announced recent Certification in Hotel Industry Analytics (CHIA) certification. 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 will be looking for a new Film Commission Liaison

Carson reviewed partnership and events efforts including SAVOR San Diego activation and the upcoming Fall Educational Symposium. Ad sales for the 2019 Visitor Magazine are now open.

Baird reviewed earned media results, efforts, local outreach and recent Destination Management Strategy efforts. Baird also reviewed upcoming pitches, award opportunities and visits, as well as upcoming articles.

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

Valverde reviewed recent creative efforts and presented Visit SLO CAL's media plan. Valverde reviewed changes to the media campaign in regard to tactics and allocation. Valverde reviewed results from the recent Highway 1 co-op.

Public Comment – None.

Committee Discussion – Stroud inquired about how Visit SLO CAL will choose who participates in the fall and spring media FAMs. Baird noted that VSC will look at which experiences fit into each theme and incorporate drive time in the consideration.

ACTION: Moved by Porter/Arellano to recommend the Board approve the Media Plan as presented.

Motion carried: 15:0

5. Marketing Discussions

a. Destination Brand Presentation – Little presented Morro Bay Tourism's brand platform.

Public Comment – None.

Committee Discussion – None.

b. 2018-19 Co-op Offerings – Burnham reviewed the Arrivalist A3 Platform co-op for DMOs and large areas (wine regions) as well as Point of Interest targeting for businesses and strategic partners. Burnham also reviewed Brand USA's City Pages for Europe & China and spring domestic digital retargeting co-op.

Public Comment – None.

Committee Discussion – Meznarich asked how Visit SLO CAL is using Arrivalist now. Burnham noted that Visit SLO CAL is currently using Arrivalist to track arrivals to the county. The data is based on people who have interacted with one of our pixels on our ads or website.

Cuming inquired about geofencing the entire north coast. Burnham noted the POI's have a 5-mile radius and Visit SLO CAL would need to talk to Arrivalist to see about the best way to do that.

City of SLO, Highway 1 Discovery Route, Pismo Beach and Paso Robles would all like to see sample reports. Davison noted that Visit SLO CAL will work to set up a call with Arrivalist and interested partners.

Akers asked if someone could purchase three POIs to make up for the one DMO. Burnham noted you could, but you wouldn't understand how people move about your destination, just how those three POIs relate.

c. Quarterly Insight Discussion – Wambolt discussed SLO CAL's international marketing strategy including a market summary, budget spend, FY 2018/19 efforts, short-term and long-term opportunities and recommendations for each market.

Public Comment – Lori Keller asked if Visit California can provide more granular data on where travelers book through. Wambolt noted that Visit California primarily focuses on countries that book the most OTA businesses in our counties.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:34 am.