



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Retreat Minutes

Tuesday, March 12, 2019

8:30 am – 10:30 am

Avila Beach Golf Resort

6464 Ana Bay Road, Avila Beach, CA 93424

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Molly Cano, Gordon Jackson, Jennifer Little, Lindsey Roberts, John Sorgenfrei, Danna Stroud, Jill Tweedie

ABSENT: Jim Allen, Cheryl Cuming

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Derek Kirk, Jordan Carson, Haley Cahill, Vanessa Robbins

Call to Order at 8:35 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Banish announced Atascadero's event Dancing with Our Stars will take place March 21-23 at the Pavilion on the Lake.

Stroud announced Sensorio Field of Light will be opening May 19 in Paso Robles. Tickets are on sale now with limited tickets each night and they are still looking for volunteers to help install the lights.

Cano let the Committee know that the SLO Film Fest is happening now until March 17.

CONSENT AGENDA

3. Approval of February 5, 2019 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – Banish noted the Brew at the Zoo event announcement from the February minutes needs to be adjusted to say April 27.

ACTION: Moved by Stroud/Banish to approve the Consent Agenda as amended.

**Motion carried: 9:0:2
Cano abstained.**

4. Introductions & Discussion Overview

All Visit SLO CAL Staff, Agency representatives, Committee members and members of the public introduced themselves. Michelle Janke, facilitator, outlined the format of the retreat.

Public Comment – None.

Committee Discussion.

5. Agency Presentations

Visit SLO CAL's agencies-of-record, BCF, TURNER Public Relations and Miles Partnership presented industry trends, insights from Visit SLO CAL campaigns and recommendations for FY 2019/20.

Public Comment – None.

Committee Discussion.

6. Visit SLO CAL Update

Visit SLO CAL staff reviewed Visit SLO CAL's personas, brand pillars, target markets, current initiatives, major FY 2019/20 priorities and current issues and concerns.

Public Comment – None.

Committee Discussion.

7. Discussion: Market Priority & Long-Term Trajectory

Burnham reviewed and Committee discussed Visit SLO CAL's target market strategy, as well as collective answers from the Marketing Committee Questionnaire about spend by market and medium.

Public Comment – None.

Committee Discussion.

9. Breakout Discussion: Public Relations

Burnham reviewed and Committee discussed areas of investment across PR tactics, media levels and media types, based on collective answers from the Marketing Committee Questionnaire, as well as areas of interest, areas of duplication, their negative impacts and possible solutions.

Public Comment – None.

Committee Discussion.

10. Breakout Discussion: Reducing Duplications

Burnham reviewed and Committee discussed areas of marketing investment and sales based on collective answers from the Marketing Committee Questionnaire, as well as areas of duplication, their negative impacts and possible solutions.

Public Comment – None.

Committee Discussion.

11. Recap & Review Action Steps & Timeline

Burnham recapped key takeaways and set next steps.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 4:14 pm.