



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Minutes

Tuesday, April 9, 2019

8:30 am – 10:30 am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Janine Dion, Lindsey Roberts, Danna Stroud, Jill Tweedie

ABSENT: Lori Keller, Gordon Jackson, Jennifer Little, Joel Peterson, John Sorgenfrei, Anne Steinhauer

STAFF PRESENT: Brooke Burnham, Derek Kirk, Jordan Carson, Haley Cahill, Vanessa Robbins

Call to Order at 8:34 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Stroud commended the Visit SLO CAL team for Taste Washington. She noted there was a great turnout and that it produced great awareness for SLO CAL.

Cano announced that the Cal Poly Open House is happening during the weekend, as well as the Poly Royal Rodeo happening Friday, April 12-13, 2019.

Allen let the Committee know that Hearst Castle is sold out every day of the week due to Spring Break travel.

Banish announced Spring Festival and Brew at the Zoo.

Burnham reminded the Committee about the Destination Summit on May 9 and the Destination Summit Award nominations due on April 16.

CONSENT AGENDA

3. Approval of March 12, 2019 Marketing Committee Retreat Minutes

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 10:0:1
Cuming abstained

4. Marketing Discussions

a. New Marketing Committee Applications

Burnham reviewed new Marketing Committee applications for the remaining open seat.

Public Comment – Brittany Hensley advocated for her application and explained why she would be a great addition to the Committee.

Committee Discussion – Tweedie noted the Destination Marketing Organizations (DMOs) who have agency representation in the current applications are able to have those representatives attend meetings whether or not they get approved. Cano noted that any of the other applicants can also attend as members of the public.

Committee agreed that the lodging and wine sector seem well represented on the committee.

Cuming noted the two underrepresented regions on the Committee are San Luis Obispo and Morro Bay.

Cuming asked if there are term limits on the Committee and Burnham noted currently there are no term limits, but there is proposed language for the Tourism Marketing District Management District Plan (MDP) that would enable term limits for those members of the Committee who are not representing a DMO.

ACTION: Moved by Cano/Tweedie to recommend the Board approve Brittany Hensley for the open Marketing Committee seat.

Motion carried: 11:0

b. Google My Destination

Burnham reviewed Visit SLO CAL's proposed Google Destination Partnership co-op for FY 2019/20.

Public Comment – None.

Committee Discussion – Cano noted for clarification that the DMOs can buy into this co-op for the trainings and businesses can also buy in. Burnham noted yes, DMOs can buy into this co-op and invite their businesses to partake but businesses cannot buy-in on their own. Visit SLO CAL's investment isn't dependent on DMO participation and would like the DMOs' help in getting those tourism-facing businesses to the trainings about how to manage their Google My Business profile.

Cano asked if there is an opportunity to have an additional training for buy-in partners. Burnham noted that currently, there is only one training per region but there could possibly be more. Visit SLO CAL would need to explore that with Miles Partnership.

Akers asked about the timeline for this opportunity. Burnham stated this would be a FY 2019/20 initiative beginning after July 1.

c. Recap on Retreat and Marketing Priorities

Burnham reviewed the FY 2019/20 public relations and marketing priorities as outlined in the post-Marketing Retreat survey such as media vetting, asset production and print collateral.

Public Comment – None.

Committee Discussion – Cano and Cuming asked if there was an opportunity, much like CrowdRiff, to co-op a media monitoring service like Cision. Burnham noted Visit SLO CAL could explore this and report back, and that this service is currently provided as part of Visit SLO CAL's PR contract.

5. Advertising & Marketing Update

Kirk reviewed the Destination Management Strategy draft recommendation areas from Resonance Consultancy.

Burnham reviewed Visit SLO CAL's California Plaza activation.

Carson reviewed the SAVOR activation at Taste Washington in late March.

Staff was unable to review the remaining Advertising and Marketing Update due to time limits.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 10:30 am.