



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Retreat Minutes

Tuesday, March 5, 2020

8:00 am – 5:00 pm

Avila Beach Golf Resort

6464 Ana Bay Road, Avila Beach, CA 93424

2. CALL TO ORDER: Lisa Verbeck

PRESENT: Terrie Banish, Molly Cano, Janine Dion, John Sorgenfrei, Danna Stroud, Jill Tweedie, Lindsey Roberts, Lori Keller, Jocelyn Brennan, Ashlee Akers, Joel Peterson, Cheryl Cuming, Audrey Arellano, Jim Allen, Anne Steinhauer

ABSENT: Gordon Jackson, Jennifer Little, Lindsey Roberts

STAFF PRESENT: Chuck Davison, Lisa Verbeck, Michael Wambolt, Derek Kirk, Ashley Mastako, Kyla Boast, Haley Cahill, Kelly Brickey

VISIT SLO CAL AGENCY REPRESENTATIVES: Keith Ireland, BCF; Jessica Ireland, BCF; Gray Lawry, Miles Partnership; Kayla Coe, Miles Partnership; Mina Robertson, Miles Partnership; Amber Steffans, Turner PR; Angela Berardino, Turner PR

OTHER REPRESENTATIVES: Lynn Carpenter, Visit California; Megan Leininger, Morro Bay Tourism; Maryann Stansfield, Mental Marketing; Chelsea Modlin, Verdin Marketing; Hilary Townsend, Townsend PR

Call to Order at 8:25 am.

3. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

4. Approval of November 12, 2019 and February 18, 2020 Marketing Committee Meeting Minutes

Public Comment – None.

ACTION: Moved by Banish/Cano to approve the Consent Agenda.

Motion carried: 9:0:2

5. Introductions & Discussion Overview

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

Public Comment – None.

Committee Discussion.

6. Agency & Visit SLO CAL Presentation Recap

Landkamer, facilitator, presented a brief recap of the information shared at the prior evening's dinner meeting.

Public Comment – None.

Committee Discussion.

7. Notes from the CEO

Davison presented on recent potential impacts on tourism, the TMD renewal timeline, Strategic Direction 2023 planning process, May Board of Directors meeting agenda, air service development and Experience SLO CAL 2050 priorities.

Public Comment – None.

Committee Discussion.

8. Marketing Feedback Overview

Landkamer shared survey results and feedback from the 2020 Marketing Committee Retreat Questionnaire.

Public Comment – None.

Committee Discussion.

9. Visit SLO CAL Priorities

Landkamer led a discussion around market priorities and the long-term trajectory for Visit SLO CAL.

Public Comment – None.

Committee Discussion.

9a. Brand & Brand Development

The Committee discussed how Visit SLO CAL contributed to expansion of the Unique Selling Proposition of the Brand, how to better collaborate, curate and distribute content and asset gaps and interest in co-ops to solve for these items.

Public Comment – None.

Committee Discussion – Carpenter noted that wellness is now recognized with broader views across verticals. Stroud noted that wellness needs a better definition. Landkamer noted that, overall, there’s consensus amongst developing assets but Visit SLO CAL will need to communicate well in the development of assets to ensure the overall brand is portrayed while representing the communities. There is a desire for video assets at the county level and B-roll that the destinations can use. There is interest in co-branded videos.

9b. Lunch

9c. Media & Campaigns

The Committee discussed Visit SLO CAL’s efforts, market prioritization, desired channels of focus, and peak and off-peak campaigns.

Public Comment – None.

Committee Discussion – Landkamer noted there’s general consensus for the development of video assets. The Committee agreed on collaborating to create rules on how to coordinate and avoid duplication of media plans and SEM. The Committee discussed the agencies communicating better on their media plans and SEM. The Committee discussed that the Official Visitors Magazine is an opportunity for each destination to portray their brand because they are able to control the content. The Committee noted that holistic integration is key to continuing to evolve the magazine. They noted that there’s a desire for future use of Crowdriff but further information and education is desired. They noted there’s a fair amount of interest in pursuing Google DMO, but the DMO’s are looking for further support. Kirk noted that storytelling of locals creates a kitchen table experience. Each destination shared their kitchen table story.

9d. PR & Communications

The Committee discussed Visit SLO CAL’s areas of focus, including influencers, broadcast and international media representatives, co-ops and how Visit SLO CAL can better collaborate on media visits.

Public Comment – None.

Committee Discussion – The Committee expressed concerns regarding return on investment and the coordination of time regarding Broadcast integration. The Committee noted there’s an opportunity for co-ops with mega-influencers. A celebrity influencer or mega-influencer must align with the brand. The Committee noted it’s important to define the strategy and vet for quality and value. The Committee discussed implementing a collaborative calendar to be shared in SLO CAL Connection. There was interest in Visit SLO CAL implementing a strategy similar to Visit California’s Gold Pass Program. Davison noted that Visit SLO CAL and Turner PR will develop a Best Practices one-sheet for hosting media to be shared with partners.

9e. Break

9f. Marketing Partnerships & Events

The Committee discussed what opportunities Visit SLO CAL should consider to extend the brand through partnerships and events, including co-ops.

Public Comment – None.

Committee Discussion – The Committee expressed that in-market activations are often complicated and difficult to pull off. The Committee noted that there is no way to determine the return on investment for in-market activations.

The Committee described in-market activations as a partner opportunity, not a destination opportunity. There is interest in more smaller activations rather than fewer large activations.

9g. Research

Visit SLO CAL provided an overview of recent Arrivalist reporting and the Committee discussed Visit SLO CAL research opportunities, additional research and needs and co-ops.

Public Comment – None.

Committee Discussion – The Committee determined that it would be beneficial to update Visit SLO CAL's current research. The Committee would like to see research around travel motivators and personas. There is interest in Co-ops due to the cost of research.

9h. Travel Trade

Visit SLO CAL highlighted current efforts and the Committee explored ideas for growth, additional areas of focus and co-ops.

Public Comment – None.

Committee Discussion – Landkamer noted that there's interest from the Committee in incentive travel and meeting planner FAMs. He noted that one goal is to tie Travel Trade FAMs into Media FAMs. The Committee expressed a need to target segments that align with the SLO CAL brand.

10. Wrap Up & Next Steps

Verbeck presented on the various taskforces for the Marketing Committee to sign up for. Landkamer recapped key takeaways and set next steps.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 5:02 pm.