



Minutes

Visit San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Meeting Minutes

Tuesday, April 12, 2016

8:30am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. **CALL TO ORDER:** Becky Singh

PRESENT: Ashlee Akers, Terrie Banish, Molly Cano, Cheryl Cuming, Amanda Diefenderfer, Christen Goldie, Brent Haugen, Gordon Jackson, Lori Keller, Heather Muran, Jennifer Porter, John Sorgenfrei

ABSENT: Jim Allen, Judith Bean

STAFF PRESENT: Becky Singh, Brendan Pringle, Kylee Jepsen, Jordan Carson

Call to Order at 8:34am.

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

None.

ANNOUNCEMENTS

VSLOC will be holding an Advisory Committee Meeting on Thursday, May 5, 2016. All Marketing Committee members are encouraged to attend.

VSLOC's annual San Luis Obispo County Tourism Exchange is happening Friday, May 6. Confirmed speakers include Brandon Feighner of CBRE, Patrick Merrill of Merrill Research, and Caroline Beteta, President & CEO of Visit California.

All of Visit California's Dream Eater videos for SLO County have been released on Youtube.

San Luis Obispo County swept three out of ten Poppy Awards at Visit California's last Outlook Forum, the most out of any county.

CONSENT AGENDA

3. **Approval of February 9, 2016 Marketing Committee Meeting Minutes**
4. **Approval of February 25, 2016 Marketing Committee Meeting Minutes**
5. **Approval of March 8, 2016 Marketing Committee Meeting Minutes**

Committee Discussion.

Public Comment – None.

ACTION: Moved by Jackson/Sorgenfrei to approve the Consent Agenda as presented.

BUSINESS ITEMS

6. Update on Board Action

At the February Board Meeting, the Board approved the sponsorship of Festival Mozaic (\$15,000 in marketing funds and \$5,000 in-kind) and the sponsorship of the International Chardonnay Symposium (\$10,000 in out-of-market marketing funds). The Board agreed that sponsorship funds should be used for marketing and not seed funding. Aaron Graves, owner of the Burton Inn in Cambria, was also elected by the Board to assume the B&B seat, previously held by Lois Fox.

At the March Board Meeting, the Board reached consensus to table the decision on choosing a marketing agency so that VSLOC staff could do more research on BCF and M&C Saatchi. Davison and Singh are scheduled to visit both agency offices prior to the next Board meeting. VSLOC staff also initiated discussion with the Board on funding a conference center feasibility study.

Committee Discussion – Haugen asked if we were reaching out to those who were conducting feasibility studies in the County. Singh responded that we would be reaching out to any who were doing studies, but that this would be from a countywide view.

Public Comment – None.

7. Marketing Agency RFP Update

Chuck Davison and Singh have had multiple calls with both agency finalists since the Oral Presentations, and reference checks have been conducted. Davison and Singh will be doing agency visits with BCF on April 14-15, and with M&C Saatchi on April 18. Staff will provide feedback and recommendations to the BOD at the April 20, 2016 Board Meeting, and will request a motion to approve contracting with either BCF or M&C Saatchi.

Committee Discussion – None.

Public Comment – None.

8. Coraggio Strategic Planning Update

VSLOC has contracted with Coraggio for a 3-year strategic plan. Singh discussed the process and schedule for completion. She also encouraged Marketing Committee members to attend stakeholder meetings on April 29, May 17, and June 2 at the Embassy Suites in San Luis Obispo for plan updates and direction based on BOD feedback.

Committee Discussion – None.

Public Comment – None.

9. American Airlines Advertorial Printing

The American Airlines *American Way* advertorial has been published. We are still waiting on payment from Pismo Beach, Avila Beach and Atascadero. VSLOC is looking to procure 12-page standalone full color copies of the piece. Singh provided the pricing for 5,000 and 10,000 and noted that VSLOC can order less, but they need to know how many each community would like to purchase.

Committee Discussion. Haugen thanked Sorgenfrei and his team for bringing this forward. Sorgenfrei asked if he thought this piece would be good for attracting air service. Singh responded yes, and said that VSLOC would also be using these for travel trade missions and sales missions. Cano and Sorgenfrei said they might be interested in purchasing a quantity

of them.

Public Comment – None.

10. Wine Enthusiast Co-op Opportunity

Wine Enthusiast has approached VSLOC about a co-op opportunity: 2016 Road Trip California: From Pismo to Paso, hosted by Matt Kettmann. They provided us with pricing for two options. One includes a custom interview, a 2-page spread, 150 reprints, and inclusion in the opening map. The second option includes everything but the digital components. VSLOC would like to negotiate a better buy if the DMOs are interested.

Committee Discussion. Sorgenfrei noted that Pismo Beach might be interested, and that the WE editor really wants to invest in the SLO County market. He also noted that previous campaigns he had done with WE had been successful. Porter noted that PRWCA doesn't spend money in endemic publications, as that they already receive editorial coverage from them. Muran said that as a co-op, SLO Wine would likely have a few members interested in participating. Diefenderfer noted that TPRA would not be interested in participating, as the package doesn't seem to have much value for Paso Robles.

Public Comment – None.

11. Video/Photo Shoot

Robin from Peregrine Media Group will be doing another video/photo shoot as VSLOC works to procure more digital assets. Singh requested feedback on possible locations to shoot.

Committee Discussion – Banish suggested filming cider and distillery locations. Sorgenfrei recommended filming at the Pismo Preserve. Keller noted that Martin Resorts has some video footage of the Preserve that they are willing to share. Cano recommended some interior shots of wineries and breweries. Haugen said that when SLO County is running into the rainy season, VSLOC should have some assets focusing on cultural aspects of the County and indoor places. Haugen also recommended camping shots, and said that, as far as wineries, Niner has a great location to photograph.

Public Comment – None.

12. VSLOC FY2016-17 Budget Planning Process

Staff is requesting Marketing Committee feedback as VSLOC plans its FY2016-17 budget, and would like to know if there are specific items that should be considered. Singh noted that DMOs are encouraged to set aside \$30-100k, depending on their size, for countywide co-op opportunities and partnership opportunities. The budget process begins April 18, and closes May 27th. The Board will approve the FY2016-17 Budget at the June 15, 2016 Board Meeting.

Committee Discussion – Jackson asked if VSLOC does the budget, then the Marketing Plan, or vice versa. Singh responded that VSLOC does its budget first. Sorgenfrei recommended doing 2-3 big programs rather than a plethora of programs and to do less digital. He also noted that the criteria should be that the opportunity should be something that the DMOs can't do on their own. Keller noted that TV ads in one market might be expensive but could really drive the awareness needle. Cano noted that SLOTBID would not be able to hold \$100k, and wanted to make sure that expectations were managed accordingly. SLOTBID has held \$30 this past year, which was used on the *American Way* opportunity and the research project. Haugen noted that co-ops should be aggressive, and drive business in the shoulder season. Keller recommended looking at Visit California opportunities, and Haugen recommended looking at CCTC opportunities as well. Haugen also recommended using direct mail. Porter and Diefenderfer recommended that opportunities be pitched at one designated time of year and to then keep opportunistic funds set aside. Cano noted that SLOTBID had to reshuffle a large portion of its marketing plan because it was duplicative, and that they are in the planning process now. They are hoping to have a final draft soon, and to have a meeting with VSLOC staff to discuss at some point.

Public Comment – None.

13. Shoulder Season Campaign Update

Click rates continue to rise—the average click rate is 2.44. Singh discussed banner campaign and social media metrics and strategy. Jepsen discussed metrics for VSLOC’s most recent press release about Pet-Friendly Month, upcoming media visits, the recent NATJA media FAM, and recent deskside visits.

Committee Discussion – Amanda Diefenderfer applauded how VSLOC was trying different strategies for social media every month. Singh noted how VSLOC has looked at breaking up the monthly them with other content so that the consumer was not burned out. Cano requested a calendar of monthly themes so that SLOTBID’s messaging was in sync. Haugen and Cano recommended sitting down with DMOs and agencies in January when they start planning their marketing. Haugen applauded Jepsen on her work for the NATJA FAM.

Public Comment – None.

PRESENTATION

14. WebDAM

Jepsen gave a demo on how to use WebDAM, VSLOC’s digital asset management system, and encouraged DMO partners to tag their photos to make them easier to find for media.

Committee Discussion – None.

Public Comment – None.

PRESENTATION

15. DMO Spotlight – City of Pismo Beach

Jackson discussed “Wine & Waves,” the launch of the new Classic California website in December 2015, and the new developments in Pismo Beach, as well as Pismo Beach CVB’s work in boosting its social media reach.

Committee Discussion – None.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 10:05am.