



# Minutes

---

## Visit San Luis Obispo County Marketing Committee

### Visit San Luis Obispo County Marketing Committee Meeting Minutes

Wednesday, July 10, 2015

8:30am

Embassy Suites

333 Madonna Road, San Luis Obispo, CA 93405

**CALL TO ORDER:** Chuck Davison

**PRESENT:** Ashlee Akers, Terrie Banish, Molly Cano, Christen Goldie, Brent Haugen, Lori Keller, Heather Muran, Jennifer Porter, John Sorgenfrei

**STAFF PRESENT:** Chuck Davison, Brendan Pringle

---

**Call to Order at 8:36am.**

#### **PUBLIC COMMENT (On Non-Agenda Items)**

None.

#### **ANNOUNCEMENTS**

Davison clarified that the Marketing Committee is subject to the Brown Act and that members will need to complete Brown Act Training in the future.

#### **BUSINESS ITEMS**

##### **1. Marketing Agency Recommendations**

Board Discussion. Davison noted that the two marketing agencies left for consideration were Riester and Catalyst. Burghardt+Dore withdrew its application. Akers asked if Davison had called Catalyst's references. Davison noted that he was waiting until after this meeting. Davison thanked the Board for its ideas, and stated that the goal would be to choose an agency for the next two years, and that Visit San Luis Obispo County would do another Request for Proposal after 16-18 months. Davison also commented on the aggressive follow-up that he received from Catalyst after the Q&A discussion, the difference in cost (Riester is asking for \$140,000 more in agency fees), and Catalyst's willingness to immerse themselves in the market right away to commence research.

Public Comment – None.

**ACTION:** Davison asked the Marketing Committee for a recommendation on their agency choice.

**Catalyst: 9, Riester: 0**

#### **ADJOURNMENT**

**Meeting adjourned at 9:30am.**