



# Minutes

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## Visit San Luis Obispo County Marketing Committee

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

Tuesday, March 8, 2016

8:30am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

#### 1. **CALL TO ORDER:** Chuck Davison

**PRESENT:** Ashlee Akers, Jim Allen, Molly Cano, Christen Goldie, Brent Haugen, Gordon Jackson, Lori Keller, Heather Muran, Jennifer Porter

**ABSENT:** Terrie Banish, Judith Bean, Cheryl Cuming, Amanda Diefenderfer, John Sorgenfrei

**STAFF PRESENT:** Becky Singh, Michael Wambolt, Brendan Pringle

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**Call to Order at 8:30am.**

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

None.

#### **BUSINESS ITEMS**

#### 3. **Marketing Agency Oral Presentations**

The Marketing Committee heard Oral Presentations from BCF, Belmont, Asterix, M&C Saatchi and Mindgruve.

Committee Discussion – Porter noted that Belmont lacked energy. Akers and Jackson commented that Belmont’s case studies and co-op opportunities were not innovative. Jackson noted that BCF brought a brand unlike the other agencies. Cano and Jackson noted that they were impressed with how BCF understood San Luis Obispo County’s struggles, and did their homework. The Committee agreed that BCF’s creative was excellent. Porter noted that BCF understands the importance of showing value to DMOs and partners. Keller noted that the way that BCF introduced SLO County as a way of life (a spirit) was important. Akers believed that the way BCF divided SLO County into four regions helped to simplify the region to the consumer. Haugen, Akers and Goldie noted that Asterix, by contrast, had dated creative that would not connect with millennials. Haugen said he was impressed by how BCF was the only agency that discussed SLO County’s inventory. Cano noted that she thought Mindgruve gave a great presentation and that she thought Jeff Morris came with a great deal of experience that could be beneficial. Porter said she was decidedly against Mindgruve after hearing them speak. Goldie said she felt that Mindgruve didn’t provide any big ideas for VSLOC, and Haugen noted that their creative wasn’t remarkable. Keller said she felt BCF had a better awareness of SLO County. Muran noted that Mindgruve’s websites seemed a bit “cookie cutter,” and that she liked M&C Saatchi’s co-ops. Muran also noted that M&C Saatchi and BCF would be her top two choices. Porter noted that M&C Saatchi definitely has more fees, but that the decision would likely come down to whether VSLOC wanted to use an agency that was closeby or an agency in Virginia. She added that she was torn between M&C Saatchi and BCF. Haugen said he felt that the “brutal simplicity”

element of M&C Saatchi's proposal was important, and that they could be the agency that brings that simplification. Akers noted that Saatchi pushes the boundaries, and that BCF understands tourism. She also added that it's important that an agency doesn't represent only tourist destination, as it could mean access to valuable partnership opportunities. Goldie noted that the fact that BCF is based in Virginia could be good because they would bring a fresh perspective. Allen noted that he felt like BCF's creative paralleled a lot of Visit California's creative, and that a strong strategy agency like M&C Saatchi would be good.

The Marketing Committee recommended both BCF and M&C Saatchi for approval by the Board.

Public Comment – Kathy Bonelli, Owner of Paso Robles Vacation Rentals and VSLOC Board Member, noted that her choice would be M&C Saatchi.

## **ADJOURNMENT**

**Meeting adjourned at 4:31pm.**