



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Strategic Marketing Committee Retreat

Tuesday, March 13, 2018 at 8:30 am - 2:30 pm

Avila Beach Golf Resort – Club Room

6464 Ana Bay Drive, Avila Beach, CA 93424

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – <i>motion required</i>	B. Burnham
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3. **Approval of February 13, 2018 Marketing Committee Meeting Minutes**

Staff will ask for Committee approval of the February 2018 Marketing Committee Meeting Minutes.

BUSINESS ITEMS	B. Burnham
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4. **Introductions (15 minutes)**

The Committee, Visit SLO CAL agencies and guests will introduce themselves.

5. **Agency Presentations (60 minutes)**

VSC agencies will each present a 10-minute overview of recent insights and current trends in each of their respective areas, followed by an opportunity for Q & A.

6. **Visit SLO CAL Update and Visit California Overview (30 minutes)**

VSC staff will share their marketing strategies, cover current challenges and review key Visit California initiatives.

7. **Discussion: Funnel & Alignment (90 minutes)**

The Committee and guests will discuss how the DMOs, VSC and other tourism organizations can align with each other's marketing, as well as with Visit California, to increase ROI and overall impact.

8. **Discussion: Reducing Duplications (90 minutes)**

The Committee and guests will discuss new ways to reduce duplication in marketing, research and operations for the coming fiscal year.

9. **Recap & Review Action Steps (40 minutes)**

The Committee and guests will review discussion conclusions, identify action steps, assign follow-up and plan for future meetings.

ADJOURN

Brown Act Notice: Each speaker is limited to 2 minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Marketing Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, February 13, 2018

8:30am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Audrey Arellano, Terrie Banish, Cheryl Cuming, Christen Goldie, Lori Keller, Heather Muran, Jennifer Porter, John Sorgenfrei, Danna Stroud, Jill Tweedie

ABSENT: Jim Allen, Molly Cano, Gordon Jackson, Jennifer Little

STAFF PRESENT: Brooke Burnham, Jordan Carson, Pam Roberts

Call to Order at 8:34 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS:

Burnham introduced Hilary Townsend, Visit SLO CAL's PR Contractor, to the Committee

Burnham reminded the Committee of the Brown Act Training on February 21 and the Strategic Marketing Retreat, taking the place of next month's regular Marketing Committee meeting on March 13.

CONSENT AGENDA

3. Approval of January 9, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 10:0:2
Keller and Sorgenfrei abstained

4. Advertising & Marketing Update

Burnham reviewed the Travel Trade outreach plan and recent tradeshow, including the Go West Summit in Utah. In January, Wambolt held Visit SLO CAL's first-ever quarterly Sales Meeting with 20 lodging sales professionals. Upcoming opportunities include MPI Northern CA Expo, IPW and Visit California's Mexico Sales Mission.

Roberts updated the Committee on the SAVOR on the Road activation at Taste Washington. VSC requested that the DMOs who are going to Taste Washington send their giveaway items and RSVPs for Friday night's cocktail hour to Roberts. VSC is currently working with Turner on a Thursday PR and media activation before the event.

Burnham reviewed VSC's membership transition, stating that VSC is phasing out paid membership, but will be offering a special marketing package to all current members through the end of the fiscal year to ensure their value exceeds the cost of membership. All current members will receive Enhanced Listings on all relevant Category and Destination pages plus featured event access. Destination Travel Network (DTN) will be managing the advertising on SLOCAL.com and will be in market February 19-23 for appointments in Pismo Beach, San Luis Obispo, Paso Robles and Cambria. DTN will be selling non-lodging ads and paid listings only. Paid listings and lodging listings will include additional features, such as photos, social media handles, booking button, website listing, top sort, etc. All tourism-related businesses will receive basic listings with business name, phone number and address on all relevant listing pages.

Burnham reviewed Film SLO CAL's recent efforts. Kylee Corliss has been sending out leads through the SLO CAL Connection. Film SLO CAL will release its 2017 Economic Impact stats in the coming weeks.

Carson updated the Committee on the SLO CAL Brand Ambassador program (So SLO CAL), Restaurant Month statistics and upcoming social media opportunities. Carson reviewed January web statistics.

Burnham reported out on current creative initiatives, including BCF's buildout of new active adventurer ads to incorporate aerial footage from last year's shoot. Winter/spring media campaign launched on January 26 in social and video and display banners will activate right after the website launch is complete. Digital co-op will begin as soon as the first campaign is ready.

Burnham updated the Committee that VSC's Board selected Resonance as its Destination Development Plan consultant. With the Board's approval, a new Director of Destination Development position has been created to support this new initiative.

Public Comment – None.

Committee Discussion – Muran asked if the digital co-op was funneled out to everyone on the committee. Burnham noted that this particular co-op was just reserved for the DMO's.

Cuming asked if VSC ever closed the loop on how to disseminate lodging photos to the DMOs. Burnham noted VSC was able to secure rights for our digital efforts and the lodging properties only, but that the properties could choose to use them on the other DMO site listings.

5. Marketing Discussions

6a. PR Collaboration – Burnham discussed the possibility of using Visit SLO CAL's new CRM to track productivity and hosting history of specific journalists, lead distribution and additional collaboration. Partners would send VSC a list of prospects and VSC would vet it against an internal list built through the CRM. VSC is currently sending leads through the CRM and will be updating the "life of a lead" document to reflect these new processes.

Public Comment – None.

Committee Discussion – Sorgenfrei noted that from a collaboration standpoint, this could be very beneficial and could

also have a preferred list as well as a black list.

Porter asked how VSC defines 'recent' media visits. Burnham noted that to her 'recent' would be a journalist or media has visited within the last two years.

Cuming noted one of the most challenging things they see is the actual vetting process. Burnham noted VSC and Turner could assist and are looking at creating one-sheets for how to host media, how to stand out, etc., which could help to mitigate that challenge.

Arellano asked if we should give media criteria on what to include in their stories when a property is paying 100 percent of the cost for media to come and stay. Burnham affirmed that VSC would include all of that information in the pitch story to guide them in the right direction, but it isn't a best practice to 'require' specific content in editorial coverage.

Porter noted that Paso Wine encourages the VSC team to reach out to them for recommendations on which wineries media should visit. Burnham reiterated that without the membership constraints, VSC will be able to explore more of those wineries and experiences we weren't able to before and help from the wine alliances would be much appreciated.

Sorgenfrei brought up an idea about co-oping a high-caliber influencer visit where VSC would vet and the DMO would pay. Porter noted that Paso Wine would also be interested in that type of co-op.

Stroud asked If those leads through the CRM are also being sent to the local DMOs. Burnham assured her that all relevant DMOs are receiving leads.

Cuming stated PR measurement education, especially surrounding Trendkite, would be helpful. Burnham will look into adding it to the strategic planning retreat agenda and talk to Turner about reviewing Trendkite results.

ADJOURNMENT

Meeting adjourned at 10:07 am.