



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Strategic Marketing Committee Retreat

Tuesday, March 12, 2019 at 8:30 am - 4:30 pm

Avila Beach Golf Resort

6464 Ana Bay Drive, Avila Beach 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 05, 2019 Marketing Committee Meeting Minutes
Staff will ask for Committee approval of the February 2019 Marketing Committee Meeting Minutes.

BUSINESS ITEMS	B. Burnham
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4. **8:45 – Introductions & Discussion Overview (30 minutes)**
The Committee, Visit SLO CAL agencies and guests will introduce themselves and facilitator will outline the goals and priorities for the day's agenda.
5. **9:15 - Agency Presentations (60 minutes)**
VISIT SLO CAL agencies will each present a 15-minute overview of recent insights, current trends and FY 19/20 recommendations in each of their respective areas, followed by 5 minutes each for Q & A.
10:15 – Break (10 minutes)
6. **10:25 – Visit SLO CAL Update (30 minutes)**
VISIT SLO CAL will share their over-arching marketing and sales strategies, then review expectations for FY 19/20.
7. **10:55 - Discussion: Market Priority & Long-Term Trajectory (45-minutes)**
The Committee and guests will discuss market priorities and the long-term trajectory for SLO CAL marketing.
8. **11:40 – Lunch & Team Building Activity (60 minutes)**
Lunch will be served and the facilitator will lead a networking exercise.
9. **12:40 - Breakout Discussion: Public Relations (20-minute group discussion, 30 minutes of sharing, 30-minute group discussion)**
Following a large-group discussion, attendees will break into small groups to workshop ideas on how to strategically collaborate and reduce duplication in Public Relations, before returning to the large group to share.
2:00 – 10-Minute Break
10. **2:10 - Breakout Discussion: Reducing Duplications (20-minute discussion, 30 minutes of sharing, 30-minute group discussion)**
Following a large-group discussion, attendees will break into small groups to discuss additional ways to reduce duplication in marketing, research & operations for the coming fiscal year, before returning to the large group to share.
3:30 – 10-Minute Break
11. **3:40 - Recap & Review Action Steps & Timeline (50 minutes)**
Attendees will review discussion conclusions, identify action steps, assign follow-up and plan for future meetings.

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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.