



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Strategic Marketing Committee Retreat

Thursday, March 5, 2020 at 8:00 am - 5:00 pm

Avila Beach Golf Resort

6464 Ana Bay Drive, Avila Beach 93424

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

ANNOUNCEMENTS	Verbeck
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CONSENT AGENDA – motion required	Verbeck
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4. **Approval of November 12, 2019 and February 18, 2020 Marketing Committee Meeting Minutes**
Staff will ask for Committee approval of the November 2019 and February 2020 Marketing Committee Meeting Minutes.

BUSINESS ITEMS	Landkamer
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5. **Introductions & Discussion Overview (35 minutes)**
The Committee, Visit SLO CAL agencies and guests will introduce themselves and the facilitator will outline the goals and priorities for the day's agenda.
6. **Agency & Visit SLO CAL Presentation Recap (15 minutes)**
The facilitator will present a recap of the material shared at the prior evening's dinner meeting.
7. **Notes from the CEO (15 minutes)**
8. **Marketing Feedback Overview (30 minutes)**
The facilitator will share survey results and "listening tour" feedback and the Committee and guests will discuss.
9. **Visit SLO CAL Priorities (345 min)**
The facilitator will lead a discussion around market priorities and the long-term trajectory for Visit SLO CAL in the following areas:
 - a. **Brand & Brand Development (60 min)**
The Committee will discuss how Visit SLO CAL can continue to expand the Unique Selling Proposition (USP) of the Brand, how to better collaborate, curate and distribute content and asset gaps and interest in co-ops to solve for these items
 - b. **Lunch (30 minutes)**
Attendees will enjoy a hosted lunch
 - c. **Media & Campaigns (60 minutes)**
The Committee will discuss Visit SLO CAL's efforts, market prioritization, desired channels of focus and peak and off-peak campaigns
 - d. **PR & Communications (60 minutes)**
The Committee will discuss Visit SLO CAL's areas of focus including influencers, broadcast and international media representatives, co-ops, and how Visit SLO CAL can better collaborate on media visits
 - e. **Break (15 mins)**

f. Marketing Partnerships & Events (30 minutes)

The Committee will discuss what opportunities Visit SLO CAL should consider to extend the brand through partnerships and events, including co-ops

g. Research (45 mins)

Visit SLO CAL will provide an overview of recent Arrivalist reporting and the Committee will discuss Visit SLO CAL research opportunities, additional research needs and co-ops

h. Travel Trade (45 minutes)

Visit SLO CAL will highlight current efforts and the Committee will explore ideas for growth, additional areas of focus and co-ops

10. Wrap Up and Next Steps (15 minutes)

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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.