



# AGENDA

## Visit SLO CAL Marketing Committee

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### Visit SLO CAL Strategic Marketing Committee Retreat

Tuesday, April 13, 2021

8:30 am - 5:00 pm

SLO Brew Rock

855 Aerovista Ln, San Luis Obispo, CA 93401

Video Conference – URL: <https://us02web.zoom.us/j/86190765475>

Meeting ID: 861 9076 5475

#### 1. BREAKFAST

*Visit SLO CAL will host a light breakfast for Committee members and agency partners beginning at 8:30am in advance of the 9:00am retreat start time*

#### 2. CALL TO ORDER

#### 3. PUBLIC COMMENT (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>C. Tull</b>
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<b>BUSINESS ITEMS</b>	<b>C. Tull</b>
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#### 4. Introductions & Discussion Overview (20 min)

*The Committee, Visit SLO CAL agencies (Mering, Turner, Simpleview, Arrivalist) and guests will introduce themselves, and Cathy Tull and Chuck Davison will outline the goals and priorities for the day's agenda.*

#### 5. Agency & Visit SLO CAL Presentation Recap (20 min)

*Tull will present a recap of the material shared at the prior evening's dinner meeting.*

#### 6. Notes from the CEO (15 min)

*Davison will welcome the Marketing Committee and provide overview of the retreat.*

#### 7. Marketing Feedback Overview (15 min)

*Tull will share Marketing Committee survey results, and the Committee and guests will discuss.*

#### 8. Visit SLO CAL Priorities (405 min)

*Tull and Davison will lead a discussion around market priorities (where we are today) and the long-term trajectory for Visit SLO CAL (Experience SLO CAL 2050) in the following areas:*

*a. **Travel Trade – K. Boast (30 min)***

*Kyla Boast, Visit SLO CAL Sales Manager, will highlight key sales initiatives for the new fiscal year.*

*b. **Brand & Brand Development – Mering (90 min)***

*The Committee will discuss how Visit SLO CAL can grow the brand, focusing on the House of Brands concept, and better collaborate, curate and distribute content.*

*c. **Lunch (30 min)***

*Committee members and agency partners will enjoy a hosted lunch.*

- d. **Media & Campaigns – Mering (30 min)**  
*The Committee will discuss Visit SLO CAL’s market prioritization, desired channels of focus and timing.*
- e. **Breakout Groups – Mering (45 min)**  
*The Committee will break out into small groups to discuss House of Brands concepts, assets and opportunities.*
- f. **Co-op Opportunities & Asset Gaps – C. Tull/Mering (30 min)**  
*The Committee will discuss and identify asset gaps and interest in co-ops to solve for these items.*
- g. **Break (15 min)**
- h. **PR & Communications – Turner (30 min)**  
*The Committee will discuss Visit SLO CAL’s areas of focus for FY 22 and collaboration opportunities.*
- i. **Research – Arrivalist (30 min)**  
*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.*
- j. **Website Redesign – Simpleview (30 min)**  
*The Committee will discuss the website redesign, identifying needs to be addressed.*
- k. **Future State (30 min)**  
*The Committee will discuss the marketing long game in regards to Experience SLO CAL 2050 (ESC 2050), including key recommendations from ESC 2050 and opportunities for partnership and advancement.*

**9. Wrap Up and Next Steps (15 min)**

*The Committee will discuss the goals of the next Marketing Committee Meeting and expectations for the FY 21/22 Business and Marketing Plan timeline.*

**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.