



# AGENDA

## Visit SLO CAL Marketing Committee

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### Visit SLO CAL Strategic Marketing Committee Retreat

Tuesday, March 8 at 8:30 am - 5:00 pm

SLO Brew, San Luis Obispo

**1. BREAKFAST**

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

**2. CALL TO ORDER**

The meeting will begin at 9:00am

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

**ANNOUNCEMENTS**

**BUSINESS ITEMS**

**4. Introductions & Discussion Overview (30 minutes)**

The Committee, Visit SLO CAL agencies (Shipyard, Turner, Pensara) and guests will introduce themselves and staff will outline the goals and priorities for the day's agenda.

**5. Notes from the CEO (15 minutes)**

**6. Marketing Feedback Overview (15 minutes)**

*Staff will share survey results and the Committee and guests will discuss.*

**7. Visit SLO CAL Priorities**

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

**a. Accomplishments (35 minutes)**

Staff and The Shipyard will present industry trends and what Visit SLO CAL has accomplished in launching the House of Brands and results thus far.

**b. Revised Phases (15 minutes)**

The Committee will discuss the revised House of Brands phases and the associated objectives and key results.

**c. Break (10 minutes)**

**d. Digital and Social Strategy (60 minutes)**

Pensara will discuss how digital and social can enhance our efforts and the strategy behind successful campaigns and solicit feedback and discussion

**e. Lunch (30 minutes)**

Attendees will enjoy a hosted lunch

**f. House of Brands Phase 1 (20 minutes)**

The Shipyard will discuss the initiatives added to phase 1 with the committee

- g.* **House of Brands Phase 2 (30 minutes)**  
The Shipyard will present and discuss the unified brand aesthetic, home page graphic and other components of phase 2
- h.* **House of Brands Phase 3 (40 minutes)**  
The Shipyard will present and discuss cross-visitation research, strategy and creative approach with the Committee
- i.* **Break (10 minutes)**
- j.* **Breakout Groups (60 minutes)**  
The Committee will break out into small groups to discuss cross-visitation opportunities.
- k.* **Media Review (20 minutes)**  
The Shipyard will present Visit SLO CAL's market prioritization, media performance and timing
- l.* **FY 23 Co-op (20 minutes)**  
The Shipyard will present and discuss potential co-op opportunities for next fiscal year with the Committee
- m.* **PR & Communications (30 minutes)**  
Staff and Turner PR will present and discuss Visit SLO CAL's areas of focus for FY 23 and potential collaboration opportunities

**8. Wrap Up and Next Steps (10 minutes)**

**9. Hosted Reception (30 minutes)**

**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 Jessie Borchin at (805) 541-8000 at least 48 hours prior to the meeting.