



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.

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 5, 2019

8:30 am – 10:30 am

Hampton Inn

1530 Calle Joaquin, San Luis Obispo, CA 93401

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Cheryl Cuming, Gordon Jackson, Jennifer Little, Lindsey Roberts, Jill Tweedie, Danna Stroud, John Sorgenfrei

ABSENT: Jocelyn Brennan, Molly Cano

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Jordan Carson, Haley Cahill

Call to Order at 8:35 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Burnham reminded the Committee about the upcoming Marketing Committee Retreat on March 12. Burnham announced Visit SLO CAL's newest staff members: Derek Kirk, Haley Cahill and Haley Ramos.

Burnham let the Committee know that Visit SLO CAL received a U.S. Supplemental Register for the phrase SLO CAL®.

Little announced that the Morro Bay Kite Festival will be happening April 26-28, 2019 and Banish let the Committee know about Brew at the Zoo, happening April 29, 2019.

CONSENT AGENDA

3. Approval of January 8, 2019 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Allen/Little to approve the Consent Agenda as presented.

Motion carried: 9:0:3
Jackson, Banish and Tweedie abstain

4. Marketing Discussions

a. March Retreat Agenda

Burnham reviewed the March Marketing Committee Retreat draft agenda.

Public Comment – None.

Committee Discussion – Stroud noted that the marketing priority and long-term trajectory discussion will be a very important item and wondered if the allocated time was sufficient to discuss and get a solid and agreed-upon answer. Davison asked if Stroud could offer some thoughts into how she would like that conversation to happen. Stroud noted that based on last year's participation, she felt like there was a one-way dialogue and a lot of sharing from Visit SLO CAL. DMOs should also be able to dialogue about alignment with DMO priorities and how Visit SLO CAL can leverage those priorities. Davison noted that to make that conversation remain on track and on time, the DMOs should share that information ahead of the meeting so that Visit SLO CAL can review and have it in advance.

Regarding the Board's decision about investing in air service, Sorgenfrei asked if the Board did not want to hear from the Committee at all on that topic. Davison clarified that they would like to hear the Marketing Committee's recommendations. Sorgenfrei added that, going into the retreat, it would be good to know what the true goal is, and for their role in the meeting to be further defined.

Akers asked if everyone will need to provide their target market advertising budgets. Burnham noted those questions will be in the Committee Questionnaire that will be distributed prior to the retreat.

Davison noted that Visit SLO CAL is working on bringing in a facilitator for this event to keep the Retreat on task and on time.

b. New Marketing Committee Applications

Burnham reviewed the current structure of the Marketing Committee and new applications received.

Public Comment – None.

Committee Discussion – Little stated that, if the Committee decides to bring in the two wine regions, then it will need to actively work on how to integrate them more. She suggested assigning them a DMO partner mentor to bring them up to speed on what the Committee does and how it operates. Davison noted the Board has a structure where new board members have a mentor and that they could potentially do that same thing with new members of the Marketing Committee. Sorgenfrei commented that Committee members need to look beyond what region each of these applicants represents and review their qualifications to determine who will be the best fit for the committee.

Burnham commented that the Committee will table the last Marketing Committee application recommendation for the April meeting.

ACTION: Moved by Akers/Tweedie to recommend the Board approve Joel Peterson, Anne Steinhauer, Janine Dion and Lori Keller to the Marketing Committee.

Motion carried: 10:0

c. **IPW Co-op Activation** – Burnham and Davison reviewed Visit California's IPW design proposal.

Public Comment – None.

Committee Discussion – Roberts asked if Visit SLO CAL collects email addresses or leads during this activation, and if the partners involved get access to those. Wambolt noted that Visit SLO CAL does collect emails and leads during the appointments and Davison also stated that emails would likely be collected at the photo booth area in the California Plaza Activation as well.

Sorgenfrei asked if booth partners will still get first priority on the FAM trip. Davison noted that there will be one post-FAM, and those who bought into the IPW co-op will have guaranteed placement.

Jackson asked if partners are able to have their own people in the booth during their set activation period. Davison responded that the partner can absolutely have people on the floor. The actual activation time does not conflict with being on the tradeshow floor.

d. Meeting Planner & In-Market Engagement

Burnham reviewed opportunities to engage groups and guest before, during and after their visit.

Public Comment – None.

Committee Discussion – Sorgenfrei noted that each DMO or partner should provide Visit SLO CAL with ideas about the larger items and smaller things to do in each of their respective regions or properties.

Wambolt noted this tool would be developed with the help of local partners while meeting industry partners will help distribute the landing page messaging to interested parties.

Roberts noted that hotels will need an incentive to use this tool. Meetings only make up 3-5% of the revenue. She said that it's not that that business isn't important, it's that it's not a priority.

Burnham noted Visit SLO CAL's graphic designer will be working on a Marketing Toolkit Template that allows for banners, squares, social posts, etc. for partners to use. Visit SLO CAL will be able to adjust the language depending on the event or promotion and send out to partners to use.

4. Advertising & Marketing Update

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:30 am.