



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Strategic Marketing Committee Retreat Dinner

Meeting Minutes

Monday, April 12, 2021

4:00 pm – 7:00 pm

SLO Brew Rock

855 Aerovista Ln, San Luis Obispo, CA 93401

Video Conference – URL: <https://us02web.zoom.us/j/83320449683>

Meeting ID: 833 2044 9683

1. CALL TO ORDER

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cumming, Gordon Jackson, Stacie Jacob, Lori Keller, Kathleen Naughton, Joel Peterson, Lindsey Roberts, John Sorgenfrei, Jill Tweedie, Michael Wambolt

STAFF PRESENT: Chuck Davison, Cathy Tull, Annie Frew, Brendan Pringle, Ashley Mastako, Vanessa Rodriguez, Eric Parker, Katie Lovelace, Amelia Puhek

AGENCIES PRESENT: Angela Berardino - TURNER PR, Brooke Burnham – Arrivalist, Christina Day – Simpleview, Crystal Frank, Simpleview, Tammy Haughey – Mering, Dave Mering - Mering, Aaron Nissen - Simpleview, John Risser - Mering, Beth Shaini - Mering, Amber Steffens - TURNER PR, Grant Stoltz – Simpleview, Maureen Thielen - Mering, Valerie Vento – Mering

Call to Order at 4:10 pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

CONSENT AGENDA

3. Approval of March 9, 2021 Marketing Committee Meeting Minutes

Public Comment – None

Committee Discussion – None.

ACTION: Moved by Cano/Cuming to approve the March 9, 2021 Marketing Committee Minutes.

Motion Carried: 13:0:0

Allen joined after the Consent agenda item.

BUSINESS ITEMS

4. Introductions & Discussion Overview

The Committee and Visit SLO CAL agencies introduced themselves to the Committee.

Public Comment – None.

Committee Discussion.

5. Agency Presentations from Turner PR, Simpleview, Arrivalist, Mering

Mering, Turner, Simpleview, and Arrivalist presented on future trends and initiatives.

Public Comment – None.

Committee Discussion.

6. Wrap Up and Next Steps

Tull and Davison gave an overview of expectations for the next day.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Adjourned at 5:10 pm.



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Strategic Marketing Committee Retreat

Meeting Minutes

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

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Gordon Jackson, Stacie Jacob, Lori Keller, Kathleen Naughton, Joel Peterson, Lindsey Roberts, John Sorgenfrei, Jill Tweedie, Michael Wambolt

STAFF PRESENT: Chuck Davison, Cathy Tull, Annie Frew, Brendan Pringle, Ashley Mastako, Vanessa Rodriguez, Eric Parker, Katie Lovelace, Amelia Puhek

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Call to order at 9:05 am.

PUBLIC COMMENT (On Non-Agenda Items)

None.

BUSINESS ITEMS

1. Introductions & Discussion Overview

Tull welcomed the Marketing Committee and provided an overview of the schedule.

Public Comment – None.

Committee Discussion.

2. Agency & Visit SLO CAL Presentation Recap

Tull provided a recap of the presentations from Visit SLO CAL's agencies on April 12, 2021.

Public Comment – None.

Committee Discussion.

3. Notes from the CEO

Davison welcomed the Marketing Committee and provided an overview of Visit SLO CAL programming and how Strategic Direction 2023 relates to other plans, including the Business and Marketing Plan, as well as Experience SLO CAL 2050. Davison gave a CEO update which included the state of the SLO CAL tourism industry and an update on air service, international travel and advocacy. Visit SLO CAL will take Visit California's lead when it comes to re-introducing international markets.

Public Comment – None.

Committee Discussion.

4. Marketing Feedback Overview

Tull shared a recap of the survey results sent to the Marketing Committee prior to the retreat. Highlights included an overall interest in hosting travel writers from both print and digital with a focus on wine, beverage and culinary.

Public Comment – None.

Committee Discussion. Priorities the Committee thought Visit SLO CAL should focus on included advertising in both California and fly markets with a focus on both shoulder and year-round. Davison went over the draft imperatives and key results for next fiscal year 2021-2022.

5. Visit SLO CAL Priorities

a. Travel Trade – K. Boast

Boast gave an update on the travel trade and meeting and conference space and outlined upcoming priorities.

Public Comment – None.

Committee Discussion – None.

b. Brand & Brand Development – Mering

Val Vento, Mering, updated the Committee on visitor survey results. Vento also reviewed results from stakeholder interviews. Tammy Haughey and John Risser of Mering introduced a SLO CAL brand refresh which will take the existing brand and evolve it to include more storytelling depth and dimension. Vento and Haughey provided an overview of other brands who have implemented a house of brands strategy and the importance of the parent brand in holding them all together.

Public Comment – None.

Committee Discussion - Peterson asked how the individual community tag lines would work with Visit SLO CAL's tagline as to not confuse people with messaging. Haughey responded that this will be the umbrella brand and that from a campaign perspective, it would reflect unique characteristics of the individual brands. Akers suggested the Committee start thinking about individual core experiences in-line with the "live vividly" tone to help develop one consistent feeling. Sorgenfrei liked the concept of an evolution rather than a complete re-brand.

c. Media & Campaigns – Mering

Maureen Thielen and Beth Shaini gave an overview of demographics noting that travelers take on average one major trip per year. Shaini presented the market prioritization which focused on in-state as well as fly-markets as core places to focus efforts. She also provided an overview of the various media channels to consider in order to optimize campaigns.

Public Comment – None.

Committee Discussion – None.

d. Co-op Opportunities & Asset Gaps

Tull gave an overview of marketing co-op opportunities and asked for clarification on what assets mean to the Committee. She asked for feedback on Committee's thoughts on podcasts and audio as well as the EDI audience.

Public Comment – None.

Committee Discussion - Jacob discussed expanding video and b-roll outside the 30 second spot to showing people doing something active, and insider tips. Sorgenfrei said he visualized opportunities to co-op into larger shoots and utilize crew in individual destinations. Peterson provided his experience in podcasting, highlighting different wineries and winemakers in Paso Robles which has been a powerful tool in storytelling. Sorgenfrei would like to see Visit SLO CAL blaze the path and provide a co-op opportunity. Cano would like to align in study and asset development to not only identify gaps but pathways to close those gaps. Peterson said he would look to Visit SLO CAL's leadership to help inform individual community's plan.

e. PR & Communications – Turner

Angela Berardino provided an update on areas of focus in the earned media space. Macro trends include podcasts, brand partnerships and broadcast collaboration. From a FAM perspective, there will be more individual trips and longer media stays.

Public Comment – None.

Committee Discussion – None.

f. Research – Arrivalist

Brooke Burnham provided the Committee with an overview of visitation between 2019-YTD 2021 which included Region Visitation Snapshots which are able to compare YOY peak dates, leakage regions and region market share. She added the ability to conduct demographic comparisons between different regions including income, age and family comparison.

Public Comment – None.

Committee Discussion – None.

g. Website Redesign – Simpleview

Christina Day gave the Committee an overview of the website design process which includes drafting a new sitemap, wireframe, style guide and prototype. Simpleview will be working closely with Mering on asset development and Visit SLO CAL to ensure KPI's are accounted for.

Public Comment – None.

Committee Discussion – None

h. **Future State**

Tull asked for the Committee’s feedback and comments regarding presentations.

Public Comment – None.

Committee Discussion – Peterson inquired about implementation timeline. Tull let the Committee know that Visit SLO CAL will first finalize budget and the Business & Marketing plan, and then determine timeline. Jacobs asked that Visit SLO CAL keep DMOs updated on co-op opportunities so that they can include in their own budget planning. Davison let her know that the big bucket items would be shared with the Committee at the May meeting.

6. Wrap Up and Next Steps

Davison let the Committee know that Visit SLO CAL is looking to build a plan that is flexible and limits priorities to what we know now. Tull thanked the Committee for taking the time to meet in-person and looked forward to bringing a plan to the Committee soon.

Committee Discussion – None.

Public Comment – None.

ADJOURNMENT

Adjourned at 4:15 pm.