



# MINUTES

## Visit SLO CAL Marketing Committee

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### Visit SLO CAL Marketing Committee Meeting

Tuesday, May 10, 2022

8:30 am - 10:30 am

Embassy Suites – 333 Madonna Rd, San Luis Obispo, CA 93405

#### 1. CALL TO ORDER

**PRESENT:** Jim Allen, Terrie Banish, Molly Cano, Cheryl Cuming, Gordon Jackson, Stacie Jacob, Kathleen Naughton, Lindsey Roberts, Lynette Sonne, John Sorgenfrei, Jill Tweedie, Michael Wambolt

**STAFF PRESENT:** Chuck Davison, Cathy Cartier, Trevor Lynch, Melissa Murray, Riley Grim, Catherine Cropp, Camille Silvera, Theresa Nagai, Sophia Puliafico

Call to order at 8:33 am

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

Public Comment – None.

Committee Discussion – None.

#### CONSENT AGENDA

#### 3. Approval of March 8, 2022 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

**ACTION:** Moved by Banish/Jackson to approve the March 8, 2022 Marketing Committee Retreat Minutes.

**Motion carried: 12:0**

#### CMO REPORT

#### 4. Visit SLO CAL CMO Report

Cartier announced the hiring of Visit SLO CAL's new Director of Marketing, Trevor Lynch. Cartier also showed the committee the new organization chart for Visit SLO CAL.

Cartier and Davison updated the committee on Visit SLO CAL's new office space located in San Luis Obispo.

Cartier updated the committee on additional media buy opportunities. Cartier then gave updates on the Hearst Castle reopening and Spartan Race tourism highlights.

Public Comment – None.

Committee Discussion – Jacob asked if there was a toolkit that the committee members could use to promote the reopening of Hearst Castle. Jacob then asked which kind of photography was allowed to promote Hearst Castle to which Allen replied that there are a variety of things that dictate photo uses, but it mostly limits commercial use.

Sonne requested talking points and a media advisory to implement the proper language in reopening promotions. Allen then replied that the Hearst Castle reopening is getting a lot of promotion already.

## **5. Visit California Luxury Forum**

Davison announced the Visit California Luxury Forum that is taking place in SLO CAL October 23-26, 2022. Visit SLO CAL is currently planning for up to 40 global luxury forum buyers from Canada, United Kingdom, Mexico, Central America and South America paired with 40 domestic suppliers to come to market. Each buyer and supplier will connect over a 40 min experience with over 40 experiences happening during the 3-day period. Davison then gave opportunities for participation by requesting creative activities and experiences that could be implemented into the forum. Davison requested that the committee confirm their interest in submitting ideas by May 13 and to have final ideas in by May 25.

Public Comment – None.

Committee Discussion – Jacob asked if Visit SLO CAL was looking for a certain number of experiences to which Davison replied, no. Cano asked if the destination partners will be committed to help activate the experiences to which Davison replied only if it has never been done before and Visit SLO CAL needs help activating it.

Cano then mentioned that Visit SLO CAL and the committee need to consider the expectations for these business vendors and their capacity to implement the activities. Davison replied that the vendor would need to be available for the set time periods and would need to run the activity 6-8 times while also supplying all the equipment and needs.

Jacob asked if financial compensation will be expected from the destination partners to which Davison replied that like Cano's question, not unless it is a big lift that has not been implemented before and needs help activating.

Davison informed the committee that an email will be going out with all the necessary information.

## **6. Business & Marketing Plan**

Cartier presented the committee with the most updated draft of the FY23 Business and Marketing plan. While going over the plan she touched on brand research, brand positioning, primary audiences, partnerships and events, Experience SLO CAL 2050 initiatives, and paid, owned, and earned media approaches.

Public Comment – None.

Committee Discussion – Regarding the Restaurant Month partnership, Jacob asked if January's Restaurant Month would include special deals offered by restaurants to which Cartier replied no it would be a month with celebratory messaging.

Jacob also asked if the committee could receive key dates in a calendar to which Cartier replied that there is a partnership calendar on the SLOCAL.com website. Jacob then asked what the best way is to send ideas to Visit SLO CAL to help amplify

the destinations to which Cathy replied to send Visit SLO CAL suggestions via email.

Cano asked for more information on the Public Relations Request for Proposal that Visit SLO CAL put out for domestic media. Cartier replied that after conducting two interviews, Visit SLO CAL chose to work with MMGY NJF.

**ACTION:** Moved by Sorgenfrei/Banish to recommend that the Board approve the FY 2023 Business & Marketing Plan in concept as presented.

**Motion carried: 12:0**

## **7. FY 23 Budget**

Cartier gave updates on the FY 23 Budget which includes communications, advertising, partnerships and events, digital media, and the film commission.

Public Comment – None.

Committee Discussion – Jackson asked if Visit SLO CAL knows what location the FY 23 missions will be at to which Cartier replied that Visit SLO CAL is still deciding.

Sorgenfrei asked what Visit SLO CAL's plan was to be responsive with things that come up throughout the fiscal year, to which Cartier replied that budget is flexible and can be adjusted.

Jackson then asked if the proposed budget was the entire Visit SLO CAL budget to which Cartier replied that she was presenting the marketing budget.

## **8. Social Media Integration Taskforce**

Cartier announced that a social media integration taskforce will be implemented to promote cross-channel communication on social platforms. Monthly meetings will begin in September to share knowledge and have content conversations to result in regular cross-channel sharing by December 31, 2022.

Public Comment – None.

Committee Discussion – Stacie added that she thinks it's a good idea and her team will better understand how to implement it. Lynette also added that this strategy has worked well for Farmstead Ed.

## **9. Marketing Committee Meeting Schedule**

Cartier announced that Visit SLO CAL Marketing Committee meetings will take place bi-monthly. Cartier then asked the committee for strategic content ideas that they wanted to see from Visit SLO CAL marketing committee meetings.

Public Comment – None.

Committee Discussion – Sorgenfrei added that hearing from Visit SLO CAL's marketing vendors such as their PR agency, creative agency, etc. would be beneficial.

Sonne added that she is interested in learning more about how the committee can better collaborate on events.

Stacie asked how the committee can collaborate better to prepare for upcoming conferences and events. Cartier added that it is Visit SLO CAL's goal to create more opportunities to work together on these events. Cartier then added that the hiring of a sales manager will play a big role in providing updates for upcoming conferences.

Sorgenfrei added that the destination partners need a longer lead time to prepare for co-op opportunities as they need to

get approval from their boards

#### **10. Marketing Committee Member Application Approval**

Cartier announced that three of the elected seats on the Visit SLO CAL Marketing Committee are currently up for renewal. The three seats include Jim Allen of Hearst Castle, John Sorgenfrei of TJA Advertising, and Jill Tweedie of Breakaway Tours Wine and Events. The applicants must be recommended by the committee and forwarded to the board of directors for approval. To gain a seat on the Visit SLO CAL marketing committee, an applicant should represent more than one business in the SLO CAL community and have marketing experience. Visit SLO CAL received a total of five applications.

Public Comment – None.

Committee Discussion – Jacob asked if the committee could add more seats. Jacob then asked how the committee can foster new people joining while still maximizing the talent already on the committee. Cartier added that there is no limit, however the board will have to approve all recommendations and cautioned that the committee not get too big.

Cano suggested that the two new applicants who are not currently serving do not provide the background that the board requested.

Jacob suggested getting the applicants involved in other ways such as them getting involved with the social media integration taskforce.

Naughton suggested adding an additional seat for Linda Sanpei as she has wide experience in many different industries and works with a variety of tourism related businesses. The committee agreed to recommend adding a seat for Linda Sanpei and inviting Kassidy Clark to attend future meetings and join the social media task integration taskforce.

**ACTION:** Moved by Naughton/Banish to recommend that the board approve the marketing committee's selection for renewing the three current seats and adding an additional seat.

**Motion carried: 12:0**

#### **11. California Welcome Center Presentation**

Megan Leininger provided updates on the Pismo Beach Welcome Center which has received multiple refurbishments to create an inviting space for visitors. Leininger also announced that the Pismo Beach Welcome Center has a meeting/activation space that the committee members can use for future meetings.

Public Comment – None.

Committee Discussion – Jacob asked how many seats the Pismo Beach Welcome Center meeting room could hold to which Leininger replied it has 14 seats but could fit up to 20 people.

#### **12. ESC 2050, Travel Trade & Marketing Update**

Murray updated the committee on the Customer Service Training Initiative that has been renamed SLO CAL Welcome. SLO CAL Welcome is estimated to be completed by the end of May and will include beginning, intermediate, advanced and specialized modules.

Silvera announced Visit SLO CAL's American Craft Beer Week initiative happening May 16-22. Visit SLO CAL will be partnering with three SLO CAL Crafted breweries around the county to offer food and drink discounts throughout the week.

Public Comment – None.

Committee Discussion – None.

**ADJOURNMENT**

Adjourned at 10:41 am.

DRAFT