



# MINUTES

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting Meeting Minutes

Tuesday, May 11, 2021

8:30 am - 10:00 am

Video Conference – URL: <https://us02web.zoom.us/j/81698300044> Meeting ID: 816 9830 0044

#### 1. CALL TO ORDER

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

**STAFF PRESENT:** Chuck Davison, Cathy Tull, Annie Frew, Ashley Mastako, Vanessa Rodriguez, Kyla Boast, Kacey Drescher, Eric Parker

**AGENCIES PRESENT:** Tammy Haughey, Vice President – Mering, Maureen Thielen, Senior Account Executive - Mering

Call to order at 8:33am

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

Public Comment – None

#### CONSENT AGENDA

#### 3. Approval of April 13-14, 2021 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by **Banish/Peterson** to approve the April 13<sup>th</sup> & 14<sup>th</sup> Marketing Committee Retreat Minutes.

**Motion Carried: 12:0:0**

#### 4. Visit SLO CAL CMO Report

Boast provided an update on RFP's coming through for Camp Roberts which potentially would not include TOT. She noted Visit SLO CAL was working with elected officials to gain more insight and will continue to update the Committee as more information becomes available.

Tull let the Committee know there will be two seats opening for the Marketing Committee and that applications to apply would be sent out. She also provided an updated on upcoming research Visit SLO CAL will be investing in including EDI and Visitor Profile studies which will include co-op opportunities for DMO's.

Public Comment – None

Committee Discussion – Keller questioned cost of the proposed studies to which Tull responded that last study is 5 years old and that EDI will help to identify what the destination is able to own. She noted that this information will help to inform Visit SLO CAL's work for the next few years. Peterson asked when arrivals would begin for the Camp Roberts RFP's and Kyla noted that this began last week. Jacob let the Committee know she had been in contact with the same agencies sending RFP's.

## **BUSINESS ITEMS**

### **5. Mering Presentation**

Haughey provided an overview of the on the focus group results which were held online with four groups from LA, SF, SD, Out of State. Haughey read the Committee the updated brand expression Mering developed. Haughey noted the groups also had dialogue on the SLO CAL Brand Tenants, the overall agreement was that character of the people in the region as well as the natural beauty defined the destination.

Thielen gave the Committee an update on upcoming in-market shoots and shared the success of the immersion which provided the Mering team with a lot of inspiration and ideas. Haughey discussed the HoB strategy which will be handled in three-phases. The aim is to elevate and give prominence and synergy for the region, cross-linking websites and SEO/SEM strategies will also be in phase 1.

Public Comment – None.

Committee Discussion- Joel requested a graphic mock-up in relation to the HoB strategy, Tull confirmed options will be given prior to confirmation. Banish advised moving away from "California As It Used to Be" as it is not inclusive, Tull thanked Banish for the comments.

### **6. April Marketing & Trade Update**

Boast provided an update on Luxury Travel Forum which focused on domestic travel. She also met with Mexico operators and noted that since there are no travel restrictions, there is more interest than ever. Boast also provided an updated on the recent video shooting that took place in-market with Xplorit which will be used as a virtual site inspection tool and complete in the next 3-4 months.

Rodriguez provided the Committee with paid media highlights, International experiences and hiking were among the top viewed. Parker gave an update on current content including an AAPI blog and Highway 1/Sensorio reopening initiatives. He asked the Committee to send over any information on businesses with LGBTQIA+ flags in windows of businesses. Drescher introduced herself to the Committee and provided an update on upcoming short and long leads. Mastako let the Committee know that Google My Business was in full-swing with in-market shooting scheduled for June. She also provided an update on Spartan which has been rescheduled for the weekend of March 19, 2022.

Public Comment – None.

Committee Discussion- None.

## **ADJOURNMENT**

Adjourned at 9:40 am.