



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Meeting Minutes

Tuesday, November 10, 2020

8:30 am - 10:00 am

Video Conference – URL: <https://zoom.us/j/412892721> Meeting ID: 412 892 721

Call-in Phone Number (669) 900-6388

1. CALL TO ORDER: Lisa Verbeck

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

ABSENT: None.

STAFF PRESENT: Kyla Boast, Chuck Davison, Annie Frew, Taylor Grantham, Ashley Mastako, Eric Parker, Vanessa Rodriguez, Lisa Verbeck

Call to Order by Verbeck at 8:30am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

3. Approval of October 13, 2020 Minutes

Public Comment – None

Committee Discussion – None

Action: Moved by Cano/Tweedie to approve the Consent Agenda, as presented.

Motion carried: 15:0:0

4. Visit SLO CAL AOR Recommendation

Verbeck updated the Committee on Visit SLO CAL's RFP process. The RFP was sent to twenty agencies, including the current agency of record, Sunshine & Bourbon, who did not bid. Three Marketing Committee members participated in the scoring of the original written responses as well as the oral presentations, in which they unanimously rated Mering as the highest scoring agency.

Cano noted that participating members took into account the needs of all Marketing Committee members when looking at these agencies, and she noted that Mering's thoroughness and ability to define and pivot stood out in their presentation.

Sorgenfrei gave the Committee a summary of the creative presented and touched on the ability for Mering's experience to translate to a smaller destination, including all of the communities that represent SLO CAL. Akers added that Visit SLO CAL would still be a large account for Mering and saw opportunity to leverage partnerships on both the campaign and research front.

Public Comment – None.

Committee Discussion – Peterson asked how many accounts Mering had in total as well as where their physical office was located. Verbeck answered that they have a total of seven accounts with offices located in both Sacramento, CA and San Diego, CA. Cano added that Mering has not taken on new agency of record clients in the recent past as they don't overcommit, which contributes to the longevity that they have with their clients.

ACTION: Moved by Peterson/Banish to recommend that the Board allow the CEO to enter into contract negotiations with Mering as Visit SLO CAL's marketing agency-of-record

Motion carried: 15:0:0

5. October Marketing & Trade Update

Boast shared an update on recent trade efforts which included attendance at Travel Weekly's Western US Trade Show. She shared that the virtual nature of the show was very productive and resulted in 10 appointments as well as 376 views from advisors of the brand video. Overall sentiment was that until there is a vaccine, they do not foresee clients resuming to a normal meeting schedule. She noted that she is currently working on CALSAE's annual tradeshow, which provides the opportunity to meet with 20 California based meeting planners. Boast also gave update on her maternity leave and that Charles Crellin will be stepping in while she is gone.

Verbeck provided an update on campaigns and media.

Rodriguez gave an update on owned media highlighting partner referrals that are up YOY. She also let the Marketing Committee know that we are currently consolidating all owned media channels.

Grantham updated the Committee on recent PR efforts, including pitches focused on drive market pod pets and holidays in SLO CAL as well as upcoming media trips with journalists from Eating Well, Travel Pulse, LA Time and AFAR. She also let them know that she would be leaving Visit SLO CAL effective November 18.

Mastako provided an update on the Spartan National Series sponsorship, which currently has 4 communities committed. She also updated the committee on the process of upgrading all listings to "enhanced," which is slated to be complete by the end of the year. A Restaurant Month announcement was also given, the event will take place the entire month of January in similar fashion to past years. There will also be opportunities for restaurants to be featured on Visit SLO CAL's event landing page and owned channels.

Public Comment – None

Committee Discussion – None

6. Marketing Committee Member Application Approval

Verbeck presented the Committee with a Marketing Committee Member application for approval: Kathleen Naughton, Executive Director at SLO Coast Wine Collective.

Public Comment – None

Committee Discussion – None

ACTION: Moved by Peterson/Cumming to approve Kathleen Naughton's Marketing Committee Member Application.

Motion carried: 15:0:0

ADJOURNMENT

Meeting adjourned at 9:33 am.