



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, November 9, 2021

8:30 am - 10:00 am

SLO Brew Rock – 855 Aerovista Lane, San Luis Obispo

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

CONSENT AGENDA – *motion required*

C. Cartier

3. **Approval of October 12, 2021 Marketing Committee Minutes**
Staff will ask for Committee approval of the October 2021 Meeting Minutes.

CMO REPORT

C. Cartier

4. **Visit SLO CAL CMO Report**
CMO will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS

C. Cartier

5. **House of Brands** (60 minutes)
Staff & The Shipyard will provide the committee with an update on the Land of...campaign performance, shoulder season efforts and the House of Brands use case scenarios.
6. **Restaurant Month** (10 minutes)
7. **October Travel Trade & Marketing Update** (10 minutes)
Staff will review highlights from October and discuss current and future activities.

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

Tuesday, October 12, 2021

8:30 am - 10:00 am

The Kinney – 1800 Monterey Street, San Luis Obispo, CA 93401

1. CALL TO ORDER

PRESENT: Ashley Akers, Audrey Arellano, Terrie Banish, Molly Cano, Stacie Jacob, Lori Keller, Lindsey Roberts, John Sorgenfrei, Michael Wambolt

STAFF PRESENT: Cathy Cartier, Vanessa Rodriguez, Eric Parker, Melissa Murray, Riley Grim, Camille Silvera, Catherine Cropp, Isabel Medina

AGENCIES PRESENT: Beth Shaini, Senior Media Planner- Shipyard, Maureen Thielen, Senior Account Executive- Shipyard

Call to order at 8:39 am

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

CONSENT AGENDA

3. Approval of September 10, 2021 Marketing Committee Minutes

Cartier noted that Jim Allen and Lori Keller were excluded from the list of meeting attendees, but that this had been updated in the current version.

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Sorgenfrei/Cano to approve the September 10, 2021 Marketing Committee Minutes, as amended.

Motion carried: 9:0

CMO REPORT

4. Visit SLO CAL CMO Report

Cartier updated the Committee that the final House of Brands assets will soon be sent to the Committee, to be implemented by the end of the year. Cartier also updated that Committee that the website redesign is on track to launch in December. Cartier confirmed that the Satisfaction Survey launched on September 17 and the deadline to complete the survey is October 14. Cartier updated the Committee that the strategic marketing partnership with the San Luis Obispo County Regional Airport has been approved by the Visit SLO CAL Board of Directors and is expected to be finalized in the coming days. Regarding the House of Brands community landing page, Rodriguez noted that Shipyard is working on getting the written content in Visit SLO CAL's brand voice.

Public Comment – None.

Committee Discussion.

5. Land of...Campaign Update

Cartier updated the Committee that the Land of.. Campaign assets are running on digital platforms. She also shared the 60 second and 30 second videos with the Committee. Mering gave an update on the strategic approach that was taken to create the Land of.. campaign, including planning parameters such as audience, timing, geography, and measurement.

Public Comment – None.

Committee Discussion – In regard to the creative ad flow template, Jacob asked what an example of an offer piece would be. Shaini replied that the offer is a different type of message, looking for a stronger call to action on the destination side. Jacob also asked if there was a page that the Committee could link to, to help move to a booking page. Cartier replied that it can drill down into the destination pages.

6. SLO CAL Crafted Update

Grim updated the Committee that a digital activation for SLO CAL Crafted will be launching in November, which will include business feature videos and a 3-pronged approach to content distribution via SLOCAL.com editorial features, social media, and PR amplification.

Public Comment – None.

Committee Discussion – In regard to the SLO CAL Crafted strategy, Cartier added that there will be a local push as well as a push to drive markets during the shoulder season to promote holiday shopping in SLO CAL. Cano asked if Visit SLO CAL has considered working with makers markets in the different communities to coordinate with events already taking place; Cartier answered that Visit SLO CAL is working to tap into those events to get people more aware of the SLO CAL Crafted campaign. Rodriguez added that editorial features will be created for the community to learn about the various businesses. Keller asked where the list of SLO CAL Crafted certified businesses can be found to which Cartier confirmed that there is a list that can be distributed to the committee.

7. Visitor Profile Study and EDI Research Next Steps

Cartier updated the Committee that the next steps for the EDI Research will be to spend a day reviewing the research and creating a roadmap to share with the Committee members as they prepare for the new year to determine how the members can collectively use the research.

Public Comment – None.

Committee Discussion – None.

8. ESC 2050 Updates

Murray updated the Committee that the two-phase approach for the Events and Festivals Strategy has been approved by the board of directors and that Matthew Landkamer, formally of Coraggio Group, has been approved as the facilitator for Phase I. She also updated the Committee that the Customer Service Training initiative has been approved by the Board of Directors and that ICOM productions has been approved to lead the program development. She added that the Customer Service Training initiative will kick off in November.

Public Comment – None.

Committee Discussion – Jacob asked if Matthew Landkamer started his own consulting group after leaving Coraggio Group; Murray responded that Landkamer started Landkamer Consulting. Cano asked who the point of contact is to add people to the working group; Murray replied that she is the contact and project manager for this strategy. Cartier added that Visit SLO CAL will be using data from the EDI research to include in the Customer Service strategy. Jacob expressed that incorporating EDI research into the Customer Service Training initiative is a great idea and is something the Committee has been needing. Murray added that Visit SLO CAL is considering offering rewards to those businesses showing good customer service to which Cano agreed would be a good idea.

9. October Marketing & Trade Update

Cartier provided an update on the IPW and Vacation Rental Manager's Association International Conference. Rodriguez provided an update on the digital marketing strategies with many of SLO CAL's channels having an increase over 2019. Cropp gave an update on the social media strategy and presented Instagram stories that have recently been shared on the Instagram platform. Silvera gave an update on owned media and upcoming blog content that will be published in November. Parker gave an update on the earned media covering IPW participation, proactive outreach, large initiatives, and coverage updates. Cartier updated the Committee that hybrid meetings need to be approved as a state emergency, therefore in-person meetings may be the best option for future meetings.

Public Comment – None.

Committee Discussion – In regard to the recent Instagram stories posted, Akers asked if the destinations are being tagged in these Instagram stories; Cropp replied that they will be tagged in the future. Regarding earned media, Keller asked if Visit SLO CAL has seen a recent Yahoo article where Cambria was featured; Parker confirmed that they will check it out. Regarding hybrids meetings, Jacob suggested that meetings could be held on zoom depending on the agenda in order to improve efficiency. Sorgenfrei agreed that doing the meetings virtually would be effective. Akers, Arellano, and Banish also agreed stating that their district's meetings are currently virtual. Cano agreed that hybrid meetings would be difficult. Jacob suggested using the Cal Poly Hot House for hybrid meetings as it has the technical capabilities. Cartier confirmed that she would come back to the Committee with some options.

ADJOURNMENT

Adjourned at 9:42 am.