



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, November 9, 2021

8:30 am - 10:00 am

SLO Brew The Rock – 855 Aerovista Lane, San Luis Obispo, CA 93401

1. CALL TO ORDER

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Gordon Jackson, Stacie Jacob, Lori Keller, Holly Leighton, Kathleen Naughton, Joel Peterson, Lindsey Roberts, Lynette Sonne, Michael Wambolt

STAFF PRESENT: Chuck Davison, Cathy Cartier, Vanessa Rodriguez, Melissa Murray, Riley Grim, Camille Silvera, Emily Rudge, Isabel Medina

AGENCIES PRESENT: Stephanie Brown, Smari Insights, Tammy Haughey, The Shipyard, Deborah Park, Turner PR, John Risser, The Shipyard, Beth Shaini, The Shipyard, Maureen Thielen, The Shipyard

Call to order at 8:34 am

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

CONSENT AGENDA

3. Approval of October 12, 2021 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Banish/Cano to approve the October 12, 2021 Marketing Committee Minutes.

Motion carried: 15:0

CMO REPORT

4. Visit SLO CAL CMO Report

Cartier updated the committee that the Educational Symposium will take place in February. Cartier also updated the committee that a crisis communication training and suggested co-op opportunity may be available to the committee. Cartier announced that the SLO CAL Crafted campaign launched in November and is running through to December. A 3-pronged approach is being used to promote this campaign. Grim gave an update on the owned pieces of the SLO CAL

Crafted campaign consisting of two blogs, a teaser trailer, four business feature videos, and an email newsletter campaign. Cartier showed the committee the SLO CAL Crafted teaser trailer that was promoted on social media. Cartier also showed one of the SLO CAL Crafted business feature videos that was promoted on social media.

Public Comment – None.

Committee Discussion.

Regarding the Educational Symposium, Jacob asked if topics have been confirmed to which Cartier replied no. Jacob added that the importance of short-term rentals should be considered.

5. House of Brands

Cartier gave a refresh on the Land of Campaign and played the 1 minute, 30 second, 15 second, and 6 second campaign videos for the committee. Risser explained that the videos were created to be people-forward. He also showed the display banners that are being promoted on digital platforms. Theilen touched on the premium digital campaigns running on Hulu. Shaini went over the media plan parameters focusing on drive markets and touched on the brand media plan summary. Shaini also went over campaign KPI goals and tracking metrics. Haughey went over the House of Brands Phase 1 and its key results. Cartier stated that the committee would get their assets from the House of Brands strategy by December 31, 2021 for destinations to implement on their websites. Cano showed how San Luis Obispo is integrating the new House of Brands structure into their own logo adaption.

Public Comment – None.

Committee Discussion – Stacie Jacob asked when they would get those assets for the House of Brand strategy to which Cartier replied by December 31, 2021. Jackson asked if there will be website crossover that will link out to SLOCAL.com via the logo or hashtag to which Cartier replied no. Cartier explained that the purpose of HOB strategy is to reduce confusion of the consumer and to create more awareness within the community. Jackson asked how this will be implemented within businesses like local restaurants to which Cartier explained that Visit SLO CAL and its agencies are working for adaptations for restaurants, retail, and hotel businesses.

6. Restaurant Month

Silvera updated the Committee that the activation for Restaurant Month will be launching in January 2022, which will include a 3-pronged approach to content distribution via SLOCAL.com editorial features, social media, and PR amplification. Silvera also gave an update that the initial Restaurant Month email campaign was sent out.

Public Comment – None.

Committee Discussion – Banish asked when the deadline is to have restaurants sign up to which Cartier replied the sooner the better so that participating restaurants can be considered for editorial content.

7. October Travel Trade & Marketing Update

Cartier provided an update on the VRMA conference in San Antonio, Texas as well as an update on the CVENT Results. She explained that Visit SLO CAL is working on travel trade specific blog content that will be added to the SLOCAL.com website. Cartier touched on upcoming programs such as the NTA Travel Exchange and CalSAE Seasonal Spectacular happening September 14th & 15th. Rodriguez provided an update on the earned media plan for SLO CAL Crafted and how a gift-wrapping influencer will be coming into market. Rodriguez gave an update on owned media and SLOCAL.com's key

highlights. Rodriguez updated the committee that the Monarch Butterfly Mural Trail activation will take place in April 2022 and will work to promote visitation from the Mexico market to SLO CAL. Silvera gave an update on the upcoming content and blogs that will be created for the month of December.

Murray gave an update on the Events and Festivals strategy announcing that the first working group facilitation will happen November 10 and the second working group facilitation is scheduled for November 30. The next steps will be to review the facilitation results to prepare for Phase 2 and update a countywide MOU based on feedback from facilitations. Murray also provided an update on the Customer Service Training Initiative reporting that a contract has been signed between Visit SLO CAL and ICOM Productions. The next steps will include finalizing a working group and officializing a project kickoff between Visit SLO CAL, the working group, and ICOM productions.

Public Comment – None.

Committee Discussion – Jackson touched on the importance of the Monarch Butterfly Mural Trail and how the Monarch Butterfly Grove webpage is top performing on the Pismo Beach destination website. Jackson asked how the Events and Festivals calendar will work and where it will link, to which Murray responded that they are still working on those details and the facilitation results will help get the calendar on track to running. Jackson also stated that Pismo Beach is excited for the Events & Festivals strategy. Cartier added that she is hoping to have more details by the January committee meeting.

ADJOURNMENT

Adjourned at 9:55 am.