



AGENDA

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
2. PUBLIC COMMENT (On Non-Agenda Items)

CONSENT AGENDA – <i>motion required</i>
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C. Cartier

3. **Approval of September 10, 2021 Marketing Committee Minutes**

Staff will ask for Committee approval of the September 2021 Marketing Committee Meeting Minutes.

CMO Report

C. Cartier

4. **Visit SLO CAL CMO Report**

Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS

C. Cartier

5. **Land of...Campaign Update (15 minutes)**

Staff will provide the committee an update on campaign launch.

6. **SLO CAL Crafted Update (15 minutes)**

Staff will provide an update on SLO CAL Crafted.

7. **Visitor Profile Study and EDI Research Next Steps (10 minutes)**

Staff will give the Committee an update on the next steps in implementing research findings.

8. **ESC 2050 Updates (20 minutes)**

Staff will provide an update on the Events & Festivals Strategy and the Customer Service Training Initiative.

9. **October Marketing & Trade Update (10 minutes)**

Staff will review highlights from September 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 items 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.

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to see how everyone can use them.

Cuming stated that she would love to work with Visit SLO Cal on the ten communities and brands within the community to get them all integrated. Cuming also provided an update that the Land of campaign will be launching in September hosting a collection of almost 50 hidden secrets and is excited to piggyback on what Visit SLO CAL is doing.

Tweedie agreed that the concept, logo, and overall land of campaign was great.

10. September Marketing & Trade Update (10 minutes)

Skipped.

ADJOURNMENT

Adjourned at 10:31 a.m.

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