



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, September 13, 2022

8:30 am - 10:30 am

Visit SLO CAL – 81 Higuera St Suite 220, San Luis Obispo, CA 93401

1. CALL TO ORDER

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Gordon Jackson, Lori Keller, Kathleen Naughton, Joel Peterson, Linda Sanpei, Lynette Sonne, Jill Tweedie, Michael Wambolt

STAFF PRESENT: Chuck Davison, Cathy Cartier, Tracy Campbell, Trevor Lynch, Cynthia Gonzalez, Melissa Murray, Eric Parker, Riley Grim, Kristin Buhring, Alyssa Manno, Camille Silvera, Theresa Nagai, Brooke Weisbecker, Ashley Mastako

AGENCIES PRESENT: Darren Bishop- Heart + Mind, Beth Shaini- The Shipyard

Call to order at 8:35 am

2. PUBLIC COMMENT (On Non-Agenda Items)

Public Comment – None.

Committee Discussion – None.

CONSENT AGENDA

3. Approval of May 10, 2022 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Jackson/Banish to approve the May 10, 2022 Marketing Committee Retreat Minutes.

Motion carried: 14:0

CMO REPORT

4. Visit SLO CAL CMO Report

Cartier introduced the new marketing committee members Linda Sanpei and Kathy McCorry, and returning members Jim Allen, John Sorgenfrei and Jill Tweedie. Cartier also introduced new staff: Alyssa Manno, Brooke Weisbecker, Cozette

Skupny, Cynthia Gonzalez, Kristen Buhring and gave an update on future positions Visit SLO CAL is actively hiring for.

Cartier announced an update on the 2023 Visitors Magazine advertising opportunities and made a call out for photo assets. The advertising submission deadline with the new publisher is September 30th. The 2023 Visitors Magazine is slated to be delivered January 2023.

Cartier provided an update on the Mural Trail which detailed the MOU's for the project being completed awaiting signature from partners, a contract with Canned Pineapple Co being signed and the painting planned to begin in November.

Cartier also provided an update for the international RFP for PR partnership with See Monterey.

5. Brand Awareness Study

Cartier introduced Darren Bishop with Heart + Mind Strategies research firm to walk the committee through the Brand Awareness Study. Bishop let the committee know that the look at ads from a non-biased viewpoint and gave an overview of the methodology used. Key takeaways showed that overall ads were universally well liked, Bishop noted that the ads were effective at communicating the overall message of Life's Too Beautiful To Rush and more than half noted they were likely to consider SLO CAL as a vacation getaway. Overall ad awareness had a positive impact on all brand and visitation metrics. Bishop concluded the ROI for the campaign was positive.

Public Comment – None.

Committee Discussion – Jackson asked for clarification on call to action in the advertisements. Bishop responded that the call to action was not necessarily a tagline but something simple to take the next step (i.e. Visit SLOCAL.com). Sanpei asked what the committee can aspire to regarding ROI ratio to which Bishop let her know that it's hard to compare as different DMO's have different tax rates and other factors. Cartier let the committee know this is setting the base that we can compare next year. Peterson asked whether we would consider AV testing which Cartier said we could consider. Keller noted that would help optimize campaign.

6. Land of 2.0

Cartier provided an overview of the *Land of... 2.0* Campaign. *Land of...* campaign established SLO CAL's new Hero Brand and House of Brands approach. *Land of... 2.0* builds on the foundation by promoting cross visitation across SLO CAL communities. Cartier showed the committee three new video advertisement spots using footage from the previous shoot. She shared the locations of the most recent shoot as well as new photo assets which will be used in both paid and owned media.

Public Comment – None.

Committee Discussion – None.

7. FY 22 Media Performance

Shaini gave the committee an overview of media performance which has exceeded all goals. Shaini noted the success of the Conde Nast traveler partnership which had 7 minutes of engagement. She let the committee know that The Shipyard looked at ways to evolve including restructuring search which yielded great results. She gave an overview of how the FY 23 campaign will be structured which included focusing on travelers from LA, SF, and Sacramento in addition to tier 2 drive fly and tier 3. Target audiences will remain the same. Shaini then gave the committee an overview of performance so far this fiscal year which indicated a strong interest in SLO CAL.

Public Comment – None.

Committee Discussion – Peterson asked for clarification on Always On campaign. Sanpei asked for clarification on markets. Cartier mentioned that tier 3 fly markets are still important and can be reached through earned and owned media. Beth noted that tiers were structured on current volume to destination and distance to destination.

8. Destination Summit

Cartier gave an update on the Destination Summit letting the committee know the save the date went out and gave an overview of the run of show. She let the committee know the focus will be on keynote and panels this year which is different than past years. Davison will give a state of SLO CAL during lunch and Adam Sacks will be the keynote speaker followed by panels on sustainability and social media. Following the event, she Cartier informed the committee that there will be a reception and SLO CAL Crafted pop-up marketplace.

Public Comment – None.

Committee Discussion – Peterson clarified timing. Cartier let him know the program starts at noon and clarified point of contact is Ashley and Alyssa.

9. WTTC Content Partnership

Cartier gave an overview of the World Travel & Trade Council partnership which will spotlight SLO CAL as the first destination in their Destination Spotlight Series. The focus will be on sustainability and will include 15 partners who will all share the ways in which their organization practices sustainability along with a round table discussion. Content will be used as a positive case study.

Public Comment – None.

Committee Discussion – Sonne asked where else the assets will be used. Cartier let her know that Visit SLO CAL will also have right to the assets. Akers asked if there will be a sharing opportunity on social to which Cartier responded yes.

10. Resident Sentiment Survey

Campbell introduced the Resident Sentiment Survey which has not been conducted since 2017. She noted the study will understand the current perception of residents which will help to inform marketing, advocacy and events and festival efforts in the future. She let the committee know that we will be partnering with Destination Analysts to help conduct the survey which will take place online and in-market. Campbell presented an opportunity for individual communities to participate in the co-op which will include full data and reports by June 2023 with commitment needed by November 1, 2022.

Public Comment – None.

Committee Discussion – Peterson clarified when results would be given noting it was a long timeline from when surveys were conducted. He also asked how it worked since customization is not allowed. Davison let him know that the survey would let individual communities know how residents feel rather than looking at it from the county-wide lens. Jackson asked whether 2017 data would be used as a baseline. Davison let him know that Visit SLO CAL will reference it, but that they're using a different partner to conduct the survey so they cannot compare the studies, however, moving forward this study will be used as a baseline for future studies conducted. Akers noted the sample size was good but wanted to know how to ensure each community is getting accurate representation. Campbell let her know that Destination Analysts will use census data to weight the number of residents from each community to be statistically accurate. Jackson asked about individual community questions, Campbell let him know there would not be adding additional questions but rather an

opportunity to drill down on data specific to destination. Cano asked if the resident completing the survey will be coached to complete it from specific hats, for example where the respondent lives. Campbell let her know it would not specify to complete it from a county-wide.

11. Luxury Forum Update

Davison gave the committee an update on Luxury Forum taking place October 23-26 reminding the committee that Visit SLO CAL won this bid back in 2021 and will be facilitated by Visit California. Buyers and suppliers will focus on high-end luxury, he noted that Visit California focuses on laid-back luxury. Davison asked for DMO's to help reach out and finalize experiences that were originally submitted.

Public Comment – None.

Committee Discussion – None.

12. Airline Updates

Davison provided an update on airline noting that we will be increasing seat inventory.

Public Comment – None.

Committee Discussion – Cumming asked when a Chicago flight was coming to which Davison noted that Chicago was back in discussion after the COVID-19 disruption.

13. ESC 2050, Travel Trade & Marketing Update

Murray gave an update of SLO CAL Welcome which is launching October 31, 2022. She let the committee know that Visit SLO CAL partnered with R.A.C.E Matters SLO and Gala Pride & Diversity Center to inform the EDI Module. She also asked the Committee to send any customer facing assets to her and to let her know if there are any speaking opportunities at upcoming TBID meetings.

Public Comment – None.

Committee Discussion – Sonne asked what the value ad for businesses/employees to participate in SLO CAL Welcome was. Murray let her know that participants can take this certification with them throughout their careers and that businesses will have the benefit of having better equipped employees. Cartier let Sonne know that there may be future benefits to businesses on the SLOCAL.com website such as an added badge. Murray let Sonne know that Visit SLO CAL will provide talking points for partners to use when talking to businesses. Sanpei asked about the possibility of a pin reward to which Murray let her know that Visit SLO CAL will be giving pins and plaques to those who complete the training.

ADJOURNMENT

Adjourned at 10:32 am