



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Friday, September 10, 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 – *motion required*

C. Cartier

3. Approval of July 13, 2021 Marketing Committee Minutes

Staff will ask for Committee approval of the July 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. SLO CAL Crafted Update (10 minutes)

Staff will provide an update on SLO CAL Crafted.

6. Visitor Profile Study Research Findings (30 minutes)

Staff will give the Committee an update on the findings and takeaways from the Visitor Profile Study.

7. EDI Audience & Asset Alignment Research Findings (30 minutes)

Staff will give the Committee an update on the findings and takeaways from the EDI Audience & Asset Alignment.

8. Land of...Campaign Update (20 minutes)

Staff will provide the committee on upcoming campaign details.

9. House of Brands Logo Lockup (20 minutes)

Staff will review House of Brands Logo Lockup.

10. September Marketing & Trade Update (10 minutes)

Staff will review highlights from July & August 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.

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, July 13, 2021

8:30 am - 10:00 am

Embassy Suites San Luis Obispo - 333 Madonna Rd, San Luis Obispo, CA 93405

1. CALL TO ORDER

PRESENT: Ashlee Akers, Jim Allen, Terrie Banish, Molly Cano, Cheryl Cuming, Stacie Jacob, Lori Keller, Kathleen Naughton, Lindsey Roberts, Lynette Sonne, Michael Wambolt

STAFF PRESENT: Cathy Tull, Vanessa Rodriguez, Ashley Mastako, Kyla Boast, Eric Parker, Katie Lovelace

AGENCIES PRESENT: Maureen Thielen, Senior Account Executive – Mering

Call to order: 8:32am

2. PUBLIC COMMENT (On Non-Agenda Items) – None.

CONSENT AGENDA

3. Approval of June 08, 2021 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Cano/Banish to approve the June 2021 Marketing Committee Minutes.

Motion Carried: 11:0:0

CMO Report

4. Visit SLO CAL CMO Report

Cartier provided an update on the Destination Summit in November 2021 which will be combined with the Educational Symposium. She also let the Committee know that the Business and Marketing plan for FY 21/22 is complete and hard copies would be sent out this week.

BUSINESS ITEMS

5. Marketing Committee Member Update

Cartier provided an update on the newest member to the Marketing Committee, Lynette Sonne who has been involved with the organization for a while. She also let the Committee know that both Roberts and Keller have also been re-appointed.

6. EDI/Visitor Profile Research Update

Cartier let the Committee know that both studies were currently in the field, with a total of 6 co-op partners participating in EDI Study and 3 in the Visitor Profile Study. So far there has been great response and early indications

show that past visitors to the destination have had positive experiences. Reports will be complete mid-August and the Committee will receive a full recap of both reports.

7. Asset Shoot Update

Cartier updated the Committee on the upcoming asset shoot which includes a total of 7 partners in the co-op. She showed the Committee an example of past work from the director and photographer Visit SLO CAL has chosen to give an idea of the overall look and feel, both of which are very people focused. Visit SLO CAL is currently finalizing locations and timing.

8. Visitor Guide Direction

Parker walked the Committee through the 2022 visitor guide vision noting that the overall goal is to make the magazine more evergreen and inspirational. He noted the publication will be leading with “live vividly” and weaving this message throughout the magazine. From a cover perspective Visit SLO CAL will be shifting to make it more people focused and touching on the various activities that can be done throughout the county. From a content perspective, the 2022 guide will focus on simple and more snackable itinerary ideas and QR codes so readers have access to more dynamic content.

9. Marketing Committee Meeting Schedule

Cartier let the Committee know date changes for the upcoming August and September meetings and asked for feedback on future topics to be covered in meetings.

10. June Marketing & Trade Update

Boast provided an update on recent programs Visit SLO CAL has participated in including the Visit California Luxury Forum bid which would bring in 25 luxury buyers to market. Upcoming highlights the sales team will be participating in include IPW in September, Visit SLO CAL will also be focusing on re-engagement campaigns to understand what meeting planners are seeing moving forward as well as a CVENT webinar series.

Rodriguez provided some key learnings from 2021 buy. Opportunities to improve lie in video with platforms such as Facebook showing high engagement. 2022 efforts will include continuing an always on approach using existing creative, 50% of our paid will be focused on video with a focus on completion rate and video views. Other areas of focus include driving traffic to website and improving click through rate and time on site. Rodriguez updated the Committee on Visit SLO CAL’s website redesign which will focus on the house of brands strategy by improving awareness and brand affinity.

Parker provided an updated on owned media front with upcoming programs to include summer events, California Wine Month and LatinX Heritage Month.

Cartier gave an update on coverage highlights and shared the success of the influencer partnership Visit SLO CAL did for the Portland Flight Launch. Highlights included 170 posts, 248,656 impressions and a reach of over 200K.

Mastako let the Committee know that the 2022 Spartan Race has been rescheduled to the weekend of March 19th. She also provided an update on Google My Business which had just completed the in-market shoot, next steps will be to upload assets to Visit SLO CAL’s business account.

Public Comment – None.

Committee Discussion – In regards to the EDI Study, Akers asked whether Visit SLO CAL would be able to help rely findings and messaging at the local council meetings. Cano asked if verbal findings would be shared with partners to which Cartier replied, yes.

In response to the Visitor Magazine, Banish suggested that both pets and families be included in the itinerary sections and Sonne added that agritourism also be considered. Parker let them know that both of these suggestions were in-line with current plans.

Keller asked that future meetings provide more in-depth year over year comparisons. Cuming asked that the

Committee be given more opportunities to provide feedback in future meetings.

ADJOURNMENT

Adjourned at 10:10 am.