



# MINUTES

## Visit SLO CAL Marketing Committee

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### 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

**PRESENT:** Jim Allen, Terrie Banish, Molly Cano, Cheryl Cuming, Gordon Jackson, Stacie Jacob, Lori Keller, Kathleen Naughton, Joel Peterson, Lindsey Roberts, Lynette Sonne, John Sorgenfrei, Jill Tweedie, Michael Wambolt

**STAFF PRESENT:** Chuck Davison, Cathy Cartier, Vanessa Rodriguez, Eric Parker, Melissa Murray, Riley Grim, Camille Silvera, Catherine Cropp

**AGENCIES PRESENT:** Stephanie Brown - SMARInsights, Tammy Haughey, Vice President- Mering, John Risser, Creative Director- Mering

Call to order at 8:36am

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

**CONSENT AGENDA**

#### 3. Approval of July 13, 2021 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Cuming/Cano to approve the July 13, 2021 Marketing Committee Minutes.

**Motion Carried: 13:0:0**

#### 4. Visit SLO CAL CMO Report

Cartier provided an update on the new members of the Visit SLO CAL team. Eric Parker has been promoted to PR & Communications manager, Riley Grim has been hired as Brand Marketing Manager, Camille Silvera has been hired as Content Marketing Specialist, and Catherine Cropp has been hired as Brand Marketing Coordinator.

Cartier also provided an update on the Destination Summit which has been moved to next year (2022) due to the pandemic. The Educational Symposium is planned for January or February 2022.

Davison gave an update on the upcoming airlines casting flights into SLO County.

Murray gave an update on the Events/Festivals strategy involving a comprehensive business plan directing what time of year events should take place. She explained that there will be a 2-phase approach to facilitate this.

Public Comment – None.

Committee Discussion –

Jacob expressed her gratitude to Visit SLO CAL for acknowledging the investors/partners in this business plan.

**5. SLO CAL Crafted Update (10 minutes)**

Cartier updated the committee that the SLO CAL Crafted kickoff event will take place on November 5<sup>th</sup>. Visit SLO CAL is working on getting partners certified for the event. An owned, earned, and paid media plan is being used to drive messaging. An updated logo has also been created to promote the event.

Public Comment – None.

Committee Discussion – In regard to SLO CAL Crafted, Peterson asked if there is a target number of participants Visit SLO CAL is striving for to which Cartier replied that Visit SLO CAL is currently ahead of its goal for signups.

Regarding SLO CAL Crafted eligible participants, Naughton asked if wineries were able to participate to which Cartier replied, yes.

**6. Visitor Profile Study Research Findings (30 minutes)**

Brown presented her findings collected in the Visitor Profile Study Research. The research findings showed that SLO County's tourism can be strengthened by building familiarity and awareness of the county. Other opportunities include promoting SLO County as a fun and inviting place for visitors as well as promoting its natural beauty as a driving force for coming to the destination. A correlation analysis found which attributes differentiate the destination and drive visitation.

Public Comment – None

Committee Discussion – Regarding the different activity segments, Tweedie asked what the difference was between touring wine country and going to a winery, to which Brown responded that touring wine country was considered driving through the countryside while going to a winery was considered stopping at a winery for a wine tasting.

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

Brown presented her findings from the EDI audience & asset alignment research. She found that different demographics preferred to do different activities in the area. They also found that people have difference preferences on how they are welcomed into the community.

Public Comment – None.

Committee Discussion – In regard to the EDI survey, Peterson asked how the surveys were distributed as well as if there were any incentives provided to the participants to which Brown responded that the participants did receive incentives to take the survey and submit video testimonials. Peterson also asked how long the survey takes to complete to which Brown explained that they take 25-40 minutes depending on the patterns.

Cartier asked what the best way to provide this information to the committee and how much they wanted to receive from it to which Keller requested that the information be narrowed down.

Sorgenfrei suggested that 10-15 bullet points were sufficient for committee members to take away from the study.

Naughton requested for the presentation to be made available to the committee which Cartier agreed to send it out to attendees. Davison suggested not sharing the information as this type of information is typically locked in a content marketing system.

Jacob suggested to use these points as a discussion item at a future meeting as there needs to be a deeper dive in the conversation.

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

Haughey presented the Visitor Profile key takeaways. The key purpose is to increase awareness of SLO CAL so that visitation will then follow. Visit SLO CAL is taking an amplified video-based storytelling approach to provide a greater breakthrough opportunity to drive awareness among the SLO CAL Purposeful Traveler target across markets. Featuring the Life's Too Beautiful to Rush slogan in all the campaigns and assets will work together with the refined logos to capture the essence of the brand. This new Land of Campaign also includes extended house of brands.

Risser presented the business strategy for the Land of campaign. A key insight that was found was focusing on place, pace and people which coordinate with the Life's Too Beautiful to Rush brand. In order to get assets for the campaign, an 8-day shoot was conducted featuring 25+ locations in the county.

Public Comment – None.

Committee Discussion – Cartier included that Visit SLO Cal is finalizing the brand assets and that the campaign will start running September 20.

**9. House of Brands Logo Lockup (20 minutes)**

Haughey provided an update on the House of Brands Logo to help create a clear connection between all the individual destinations and brands of SLO CAL. The first recommendation for integrating the new logo is to include it in the header or footer of destination websites.

Public Comment – None.

Committee Discussion –

Cartier stated how this program needs to gain alignment on how to get it more socialized.

Sonne asked if the new logo could be incorporated into the farm trail and other groups or if it is only for the destinations to use which Cartier replied yes, the idea is to open up the campaign to more organizations.

Cano stated that her team mocked up examples of how to put it to use and likes the idea to implement it onto the various destination's websites. She stated that while they would not use the logo in the header of their website, they would be open to including it in other components to show partnership with Visit SLO CAL.

Sorgenfrei provided agreement that it is time to start incorporating the new logo in all of the destinations. He also stated that it is a good way to help promote SLO CAL and all of the destinations while keeping the community aspect strong.

Jackson also agreed that it is a good idea though it may be clunky for social media it would be good to implement it as much as possible on websites.

Wambolt stated that Morro Bay is currently going through some changes, but once they have an agency on board they will have a larger conversation about incorporating the new logo.

Banish included that it would be helpful to incorporate the new logo into the various communities.

Cartier provided an update on the next steps which include providing a suite of the assets to the committee 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.

*Public Comment –*

*Committee Discussion –*

**ADJOURN Time: 10:31**

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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