



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, July 9, 2019

8:30 am - 10:30 am

The Kinney

1800 Monterey Street, San Luis Obispo, CA 93401

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – <i>motion required</i>	B. Burnham
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3. **Approval of June 11, 2019 Marketing Committee Minutes**
Staff will ask for Committee approval of the June 2019 Marketing Committee Meeting Minutes.

BUSINESS ITEMS	B. Burnham
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4. **Marketing Discussions (90 min)**
 - a. **Cal Poly Experience Innovation Lab (20 min) – Danna Stroud**
Staff will share information about Cal Poly’s Experience Innovation Lab.
 - b. **FY 2019/20 Marketing Committee Meeting Discussion Schedule (45 minutes)**
Committee will discuss and plan the FY 2019/20 schedule of Marketing Committee meeting discussion topics.
 - c. **Industry Communications & Marketing Engagement (25 minutes)**
Committee will discuss industry communication and engagement tactics.
5. **Advertising & Marketing Update (20 min)**
Staff will review the progress on current initiatives, the paid media campaign, earned (PR) efforts and owned media programs.

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 issues 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 Minutes

Tuesday, May 14, 2019

8:30 am – 10:30 am

The Kinney

1800 Monterey Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Janine Dion, Gordon Jackson, Lori Keller, Lindsey Roberts, Joel Peterson, John Sorgenfrei, Danna Stroud

ABSENT: Jim Allen, Jocelyn Brennan, Jennifer Little, Anne Steinhauer, Jill Tweedie

STAFF PRESENT: Brooke Burnham, Michael Wambolt, Jordan Carson, Haley Cahill, Vanessa Robbins, Madison Quiring

Call to Order at 8:36 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Cano noted the La Quinta in San Luis Obispo is now open.

Banish noted Atascadero's Central Coast Reserve Festival is happening on June 21-23, 2019.

Burnham reminded the Committee about the Advisory Committee Meeting happening on Thursday, June 13 at the Embassy Suites in San Luis Obispo.

CONSENT AGENDA

3. Approval of May 14, 2019 Marketing Committee Meeting Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Banish/Cano to approve the Consent Agenda as presented.

Motion carried: 12:0

4. Marketing Discussions

a. Brand Presentation: Highway 1 Discovery Route

Cuming and Keller presented Highway 1 Discovery Route's brand platform.

Public Comment – None.

Committee Discussion – None.

b. 2019 IPW Recap

Wambolt recapped the Travel Trade portion of IPW including appointments and in-booth activations. Wambolt also reviewed the post-IPW FAM trip.

Burnham reviewed the IPW Media Marketplace appointments while Quiring recapped the post-IPW media FAM portion of the FAM trip.

Public Comment – None.

Committee Discussion – Cano echoed Wambolt's sentiments about this IPW being the most successful thus far. Wambolt noted tour operators are now showcasing SLO CAL in their itineraries and expressing how that has set them apart. A theme heard throughout appointments was a shift in consumers wanting quality experiences, causing them to stay longer.

Akers asked when the leads from IPW will be distributed. Wambolt noted that SLO CAL booth partners will receive them that week while Visit SLO CAL booth partners will receive them two weeks later and all other partners will receive them shortly after that.

Cano and Stroud both stated that the California Plaza activation was very beneficial, with networking further with trade and media, causing extended dialogues that had started inside on the trade show booth floor. Jackson noted he saw more people with an understanding of how each destination fit into the larger SLO CAL destination.

c. PR Strategy Discussion

The Committee discussed and outlined FY 2019/20 PR strategies, FAM trips, FAM themes and a potential media training opportunity with TURNER.

Public Comment – None.

Committee Discussion – Sorgenfrei noted Visit SLO CAL should more frequently ask DMOs and partners for their "What's New" content.

Cuming noted Visit SLO CAL should plot out quarterly opportunities for Quiring to meet with key destination PR representatives.

Stroud reminded the Committee about an idea brought up at the March Marketing Committee Retreat about collaborating collectively in regard to a couple of key target publications while having a collective message. Burnham noted that this exercise in filling out the FY 2019/20 calendar can help bring that into focus as we see which organization is targeting what publication.

Stroud asked if Visit SLO CAL is still focusing on certain regions for each FAM in FY 2019/20. Burnham stated that it would be.

Akers asked if Visit SLO CAL isn't seeing the Mom to the Max persona needing as much attention in the FAM space. Burnham noted that that's not quite the case. She added that it's hard to write a family-focused story without the family there, and hosting a FAM with multiple families would be quite tough. Visit SLO CAL focuses more on hosting individual media with families.

Cano asked if the media training is primarily media spokesperson training. Burnham confirmed that it is, but that there's an opportunity to tailor the training if there's interest. Sorgenfrei noted his interest lies more in media relations training. Banish noted the City of Atascadero could be interested in the sending the city government officials to the media training seminar. Sorgenfrei noted the larger media training could be beneficial for all lodging partners to teach them how to interact with media who stay at their properties. Burnham remarked that opportunity might make more sense during a larger breakout at one of Visit SLO CAL's upcoming Educational Symposiums.

5. Advertising & Marketing Update

Staff was unable to review the Ad & Marketing update.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:32 am.