**Marketing Committee Regular Meeting**

**Thursday, January 17, 2019 10:30 am – 12:00 pm**

**MCCVB Conference Room | 787 Munras Avenue, Suite 110, Monterey, CA**

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| **MEMBERS PRESENT** | **STAFF PRESENT** | **GUESTS PRESENT** | **ALL ABSENT** |
| Janine Chicourrat | Rob O’Keefe | Elana Kline-Thompson | Rick Aldinger |
| Katie Denbo | April Locke | Kylie Kullack | Randy Tunnell |
| Matt Glazer | Allyson Ryan | Scott Sorenson |  |
| Mindy Maschmeyer | Jeanne Gallagher | Amanda Punzalan |  |
| Susan Miller | Kimber Tabscott |  |  |
| Jackie Olsen | Jessica Lessard |  |  |
| Bina Patel |  |  |  |
| Erik Uppman |  |  |  |
| Elizabeth Welden-Smith |  |  |  |
| April Montgomery |  |  |  |
| Kim Stemler |  |  |  |
| Barry Toepke |  |  |  |
| James Velarde |  |  |  |

**CALL TO ORDER:**

Janine Chicourrat called the meeting to order at 10:30 am.

**WELCOME AND INTRODUCTIONS:**

Janine welcomed everyone to the meeting and had each person in the room state their name and business.

**PUBLIC COMMENT:**

None.

**MEMBER AND STAFF ANNOUNCEMENTS:**

April Locke introduced new MCCVB Marketing Specialist Jeanne Gallagher, announced new Group Coordinator Sabrina Siqueiros who starts on Monday, 1/22/19. Rob O’Keefe announced the departure of Robert Row and the now open Market Intelligence Manager position. April introduced MCCVB’s new advertising agency of record, Struck, and noted they are on the agenda later in the meeting. She thanked the members of the committee who participated on the agency search taskforce.

Barry Toepke arrived at 10:35 am.

Katie Denbo gave an update on the US Open that is five months away. She noted that groups are still having a difficult time finding reasonable hotels rates on the peninsula. Katie requested that hotels contact her if they are willing to work with groups on price.

Matt Glazer announced the Big Sur Foragers Festival taking place this weekend at the Big Sur River Inn.

Kim Stemler announced that Ian Brand won SF Chronicle’s “Winemaker of the Year” and that this is the first time a winemaker from Monterey County has won the prestigious award.

Elizabeth Welden-Smith announced that the Monterey Jazz Festival has moved to the 4th weekend of September as to not conflict with IndyCar Championship race at WeatherTech Raceway Laguna Seca.

James Velarde announced that Pebble Beach Food & Wine is the week prior to Easter this year and is on the same weekend as the Sea Otter Classic. He noted the website will be updated with 2019 information in February.

Barry announced Firestone as the title sponsor of the Firestone Grand Prix of Monterey, the IndyCar season ending championship that will be held at WeatherTech Raceway Laguna Seca in September.

**CONSENT AGENDA:**

1. **Minutes from the August 16, 2018 Marketing Committee Meeting**

Motion to accept Consent Agenda, M/S/C: Kim Stemler/James Velarde/motion passed unanimously.

Susan Miller arrived at 10:45 AM.

**REGULAR AGENDA**

**NEW BUSINESS**

1. **Major Promotions & Projects Updates**

April Locke reviewed the ROI Grid (handout) and noted that fall campaign reporting is delayed due to the agency transition. She then reviewed the winter campaign results comparison chart from 2017-18 and 2018-19 YTD and noted that media is optimized throughout the campaign based on performance. Rob explained what a Satellite Media Tour (SMT) is and equated an SMT to a nightly news clip that media outlets can pick up. He noted that the MCCVB worked with Consultancy Media on the piece and that the MCCVB produces two SMTs each year.

Rob reviewed the group campaign, In the Moment, and announced he will be meeting with the Client Advisory Board (CAB) this weekend to get input and feedback. The two published articles with Skift were discussed and requested to be sent out after the meeting. Rob announced that Northstar Media, the parent company for Successful Meetings and Meetings and Conventions, will be filming at the CAB meeting to capture interviews and b-roll to be used in upcoming group content and will run on Northstar sites and on other outlets as well.

Rob discussed the luxury initiative and his participation at International Luxury Travel Market (ILTM) last December and that the MCCVB partnered with Carmel Valley Ranch for the tradeshow. He noted that Monterey County as a destination needs more established high-end tours and experiences to compete with other luxury destinations. Discussion ensued as to what attracts luxury travelers to Monterey County.

Jessica Lessard gave an overview of upcoming international media FAMs including a group of Chinese influencers in partnership with SF Travel and a group of high-end Mexican journalists in partnership with Visit California. April followed with an update on international marketing campaigns including upcoming Brand USA UK and Canada markets.

1. **Budget Reforecast**

April gave an overview of the budget reforecast and why it is necessary. Rob added that the MCCVB creates budgets far in advance and sometimes needs to make adjustments as opportunities arise and the year unfolds. April gave an overview of proposed changes to the Marketing Communications budget including adjustments made to promote the new seasonal direct flight from Dallas. Rob explained the decrease in the research budget resulting from the cancellation of plans to use the research tool Intermx due to privacy concerns. The budget reforecast will be presented for approval at the upcoming board meeting.

1. **Sustainable Moments**

Rob acknowledged the CSUMB Sustainable Hospitality Summit that took place last Friday, January 11 at the Portola Hotel and Spa. He noted the MCCVB played a small part in the Summit and that it was great to have the destination come together on the subject of sustainability. Rob gave a brief update on programs tied to MCCVB’s Sustainable Moments campaign including the partnership with Positive Impact and Monterey County being ranked on the Global Destination Sustainably Index (GDS-Index).

Rob then introduced the concept of the MCCVB establishing a Destination Stewardship Plan (DSP) and noted it is an agenda item for board approval at the January board meeting. If approved by the board, the MCCVB would send out a request for proposal (RFP) to companies that consult on creating DSPs.

Susan presented the recent Monterey Herald article on over tourism and noted it is important to publicize the work MCCVB is doing in order to get local support. Discussion ensued around the topics of over tourism and a potential DSP. The committee strongly supports the concept of MCCVB’s leadership of this work.

1. **Agency Update**

April introduced new MCCVB advertising agency of record, Struck, and the group watched Struck’s highlight reel. A brief outline of onboarding and first steps was reviewed including destination immersion in February, a lifestyle photoshoot for the Monterey Conference Center, creative and brand development to fuse the MCCVB’s existing leisure and group brands with Sustainable Moments. Janine noted that Struck clearly rose to the top during the agency search.

Kim Stemler left at 11:55 AM

**GOOD OF THE ORDER:**

Rob noted a discussion of how we measure success would be on the next agenda as well budget for the next fiscal year. James noted he cannot make the next meeting and requested it be moved if possible. Rob said that we would look into rescheduling. Janine added that the DSP should be on the next agenda.

**ADJOURN:**

Janine adjourned the meeting at 12:00 pm.

**Next Meeting:**

**Thursday, April 11, 2019**

**10:30 am – 12:00pm**

**MCCVB Conference Room**