

MINUTES

Visit SLO CAL Marketing Committee

**Visit SLO CAL Marketing Committee Minutes**Tuesday, November 12, 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, Terrie Banish, Molly Cano, Cheryl Cuming, Janine Dion, Gordon Jackson, Lori Keller, Jennifer Little, John Sorgenfrei, Danna Stroud, Anne Steinhauer, Jill Tweedie

**ABSENT:** Jim Allen, Audrey Arellano, Jocelyn Brennan, Lindsey Roberts, Joel Peterson

**STAFF PRESENT**: Chuck Davison, Brooke Burnham, Michael Wambolt, Jordan Carson, Haley Cahill

**Call to Order at 8:30 am.**

**2. PUBLIC COMMENT (On Non-Agenda Items)**

None.

**ANNOUNCEMENTS**

Steinhauer noted SLO Coast Wine had a highly successful Harvest on the Coast.

Burnham noted Visit SLO CAL’s Advisory Committee Meeting on December 5, Brittany Hensley’s resignation from the Marketing Committee and Madison Quiring’s resignation as Visit SLO CAL’s Communications Manager. Visit SLO CAL has hired the Communications Coordinator and Film Commission Liaison position, as well as a Digital Marketing Coordinator and a Partner Engagement Manager.

**CONSENT AGENDA**

1. **Approval of October 8, 2019 Marketing Committee Meeting Minutes**

Public Comment – None.

Committee Discussion – None.

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

**Motion carried: 9:0:3**

**Steinhauer, Tweedie and Dion abstained.**

1. **Marketing Discussions**

**a. PR Duplication Discussion: Phase 3 - Planning -** Burnham and the Committee reviewed points from the Discovery and Visioning phase to help inform the Planning phase, including increased collaboration, a sub-committee task force, media hosting, influencers and exposure in top publications.

Public Comment – None.

Committee Discussion – Cuming noted the key to ensuring collaboration across PR is ensuring the new Communications Manager receives all of this information and is given the tools necessary to succeed. Davison stated there are a number of touchpoints over the next few months with the Communications Manager and Chief Marketing Officer to make sure they are up to speed.

Cano noted the key to the PR task force will be in using that group as an idea generator. Burnham asked the Committee about freqeuency of meetings for that group. Cuming mentioned Hilary Townsend of Townsend PR, Highway 1 Discovery Route’s PR contractor, had noted those meetings would ideally be quarterly. Burnham noted quarterly should be a minimum and then they can assess from there. Quarterly would ensure topics and conversations are happening when they should.

Keller noted that having a Visit California Gold Pass-type program would be beneficial, allowing partners to know they have those resources they can tap into with Visit SLO CAL. Davison noted we could use the San Diego FAM as a test case for that type of model if it works to keep for future FAMs or media opportunities.

Sorgenfrei noted IPW was a good model of providing more opportunities to those who participated. Davison agreed but said we need to figure out a way to create a way to develop a program that’s more inclusive of those smaller destinations who can’t do a large-scale investments such as IPW. Steinhauer noted announcing the opportunity and letting the parters figure out how to participate might be something to consider.

1. **Advertising & Marketing Update**

To allow for more discussion during the PR Duplication Planning discussion item, Visit SLO CAL tabled the Advertising and Marketing Update. Visit SLO CAL will send Ad & Marketing Update slides to Committee via email.

Public Comment – None.

Committee Discussion – None.

**ADJOURNMENT**

Meeting adjourned at 10:33 am.