

Minutes

Marketing Committee Meeting

Thursday, October 1, 2015 | 10:30A.M. – 12:00P.M.

MCCVB Conference Room

Committee Members Present

Bob Buescher
Barry Toepke
Sean Panchal
Lorraine Yglesias
Katie Denbo
Kim Stemler
Crystal Petersson
Zoe Shoats
Lisa Dias
Joan Ioannou
Crystal Petersson

Staff Present

Rob O'Keefe
Allyson Thommen
Alliah Sheta
Molly Nance
April Locke
Kalinda Panholzer

All Absent

Heidi Bettencourt
Jackie Olsen

Public Present

Jeff Burghart
Christine Sandin
Alex Richardson

CALL TO ORDER: Bob Buescher called the meeting to order at 10:31 a.m.

1. PUBLIC COMMENT: None

2. MEMBER AND STAFF ANNOUNCEMENTS: Rob O'Keefe introduced April Locke as the new Marketing Manager. Kim Stemler shared the new Monterey County Tasting Map and fast facts.

3. CONSENT AGENDA:

A. Minutes of June 4, 2014 Marketing Committee meeting – **Motion to approve Minutes, M/S/C Kim Stemler and Zoe Shoats, unanimous**

4. REGULAR AGENDA:

NEW BUSINESS

A. MCCVB Updates:

a. Big Blue Live recap:

Rob O'Keefe reviewed the Big Blue Live promotion. Molly Nance shared the advertising efforts on Public TV and Radio in key public markets (Fresno, LA, SF) that mentioned Big Blue live and the accompanying sweepstakes. Allyson Thommen said that the promotion did very well and the Big Blue Live hashtag got 1.38 billion impressions within 5 days.

b. New website updates:

Rob O’Keefe reviewed the status of the website relaunch and outlined how Apollo Interactive conducted an extensive web audit. Rob said the new website will include better functionality, more visual emphasis, more of a focus on group and event spaces, and approaching content as an experience to be had in order to appeal to people’s desire for soul enriching and unique experiences. Rob O’Keefe said that a more extensive list of updates for the website was on the way and he would keep in contact with Marketing Committee so that they could provide their feedback as the process moves forward.

Lisa Dias shared some concerns expressed by members of the Carmel HID with the current website including issues with Booking.com as the booking engine. Lisa Dias also mentioned that the ads on the website encouraged visitors to leave the current jurisdiction to visit another.

Allyson Thommen said the search issue will be fixed immediately. Bob Buescher said that if hotels don’t want to pay the commission with Booking.com then that may never be an issue that can be fully addressed. He also recapped the review process that was undertaken by the board to select Booking.com and out of all the options this one had the best offer. Rob O’Keefe encouraged those with concerns over Booking.com to attend the next board meeting.

In regards to website ads, Rob O’Keefe shared that the ads are handled by an outside company so MCCVB doesn’t have total control over content and that the MCCVB receives about \$40,000 in revenue as a result of selling ad space. Lisa Dias suggested more research about what types of ads people want to see and if driving to other parts of the destination is a good idea. Bob Buescher brought up the idea that it is helpful in the way that it gets people to explore more in the destination. Joan Ioannou asked about funneling ads. Lorraine Yglesias suggested that more ad personalization to ensure they go to the right people might be a good idea or perhaps we do away with ads completely.

c. China Ready Training recap and 2.0 ideas:

Rob O’Keefe reviewed the China ready trainings and discussed future plans for additional education. Kim Stemler mentioned concern about how the China visitor needs to be educated about our destination. Rob highlighted briefly a new, developing program called “Sustainable Moments” that focuses on responsible tourism that will in part address.

d. Autumn Up Update:

Rob O'Keefe shared the fall campaign was underway through mid-November. April Locke mentioned that these ads would run in target markets such as Fresno, LA and San Francisco and Allyson Thommen added that there would be editorial content to go with the ads in the various media channels.

e. Media-Content-Booking Channels overview:

Rob O'Keefe mentioned the various social media channels we use to promote and that our shift reflects what is most effective.

Rob O'Keefe introduced Amazon.com who is just getting into booking travel and how we are one of the first to join their content sharing program and travel booking site. Zoe Shoats mentioned that looking into Costco as a strategic partner might be a good idea and Lorraine Yglesias agreed.

f. Media Relations update:

Alliah Sheta shared the earned media results YTD and discussed upcoming communications initiatives.

g. Monterey Conference Center update:

Rob O'Keefe reviewed the Monterey Conference Center brand identity. Discussion and brief overview of plan ensued.

B. MCCVB Research Programs

a. Overview of Marketing Intelligence Reports (VPS, Comm, and Segmentation Study)

Rob O'Keefe introduced the ideas behind the studies that the MCCVB conducts and possible plans for future studies.

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Sean Panchal mentioned that it might be worth looking into alumni groups that have strong ties to the area such as Stanford, Notre Dame, and CSUMB to leverage the educational aspect of the destination.

5. ADJOURNMENT: The meeting adjourned at 12:18 p.m.