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Marketing Committee Meeting
Thursday April 6, 2017 | 10:30 AM – 12:00 PM
MCCVB Conference Room | 787 Munras Avenue, Suite 110, Monterey, CA

Present:

Mimi Hahn
Amy Treadwell
Barry Toepke
Christine Sandin
Diane Mandeville
Heidi Bettencourt
Jackie Olson
Janine Chicourrat
Joan Ioannou
Kim Stemler

Absent

Bethany Bachman
Katie Denbo
Will McCubbins

Staff

Alliah Sheta
April Locke
Emily Summers
Jaclyn Aiello
Keith Turner
Rob O'Keefe
Tammy Blount
Kelly Gonzalez

Mimi Hahn called the meeting to order at 10:30 a.m.

PUBLIC COMMENT:

- No Public Comments

MEMBER AND STAFF ANNOUNCEMENTS:

- Mimi Hahn welcomed everyone to the forth meeting of the fiscal year and allowed for introductions around the table.
- Rob O'Keefe introduced Keith Turner, the new Visitor Services Manager and Jaclyn Aiello, the new Marketing Administrative Coordinator.
- Alliah Sheta informed everyone that the MCCVB Crisis Plan was enacted due to the Highway 1/Big Sur closure. The bureau is sending updates to the membership, updating the travel alerts information on the web site and keeping journalists updated. The bureau is in contact with Visit California, Visit San Luis Obispo, Visit Santa Barbara and the Central Coast Tourism Council.
- Rob O'Keefe gave an update on the new ad agency, MMGY. They have been on board since the second week of February. This agency specializes in the travel and tourism industry. In addition, they have extensive experience in group and international marketing. They have reviewed the marketing plans that are in place for the remainder of the fiscal year. They are going through a process to enhance what is in place and to add to next year's marketing plan.

CONSENT AGENDA:

October, 2016 Meeting Minutes
Motion to approve Minutes
M/S/C Diane Mandeville/Barry Toepke/Unanimous

REGULAR AGENDA

NEW BUSINESS

A. Topic: Big Sur Update

- A *Big Sur/Highway 1 Travel Updates* page has been added to the web site. It is updated daily as information is received from the local and state agencies. Updates are being sent out via social media channels. We are keeping the staff at the visitor's center updated. We are also keeping journalists updated. We

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have been in conversation with Visit California, Visit San Luis Obispo, Visit Santa Barbara and the Central Coast Tourism Council.

- Rob O’Keefe added that he visited Big Sur Village the previous day and walked the Pfeiffer bypass trail to get a firsthand look at the area. Rob ran into Monterey County Supervisor Mary Adams who was also in Big Sur. The trail is open for locals and area only employees to use during the day. All users must have a permit and sign a liability release.
- Estimated re-opening of the southern access to Big Sur is in June. Crews are considering using Molera Park as a parking area to allow shuttles to transport visitors back and forth running about every 15 minutes. They are also considering hiring a private contractor to help with the shuttle service.
- Rob added that the focus is on both areas – north and south and what the MCCVB can do to help sustain the businesses. Once slides in the southern area are cleared that will allow for more visitors into the southern portion specifically to businesses such as Nepenthe and Big Sur Bakery, also looking at the budget to see what more can be done to help the area. Rob added that this topic will be discussed at the next board meeting.
- Mimi asked about any activity to work with San Luis Obispo County as they must be experiencing the same issues as Monterey County. Rob added that we are looking at creating a co-op. The Big Sur Marathon has worked out a transportation plan for the marathon which is scheduled for April 30th. Mimi added it is important to put out talking points on this topic to assist the membership in their discussions with visitors.

B. Topic: MCCVB 2016-2017 Initiatives.

- April Locke reviewed the spring media events which include the 10th anniversary of the Pebble Beach Food and Wine event.
- Emily Summers spoke about the upcoming Chicago Pop-Up which is scheduled for Tuesday, May 15, at the Blackbird Restaurant. We are partnering with Monterey County Vintners and Growers Association, Chef Matt Beaudin of the Monterey Bay Aquarium and Chef Todd Fisher of Folktale Winery. Meeting planners and media are invited. MCVGA will be doing a wine tasting with approximately 60-70 sommeliers. The intent is to introduce more Monterey County wines to the Chicago area. Rob O’Keefe discussed the social influences that will be part of this event, both earned and paid. Paid media influencers will focus specifically on promoting the web site while journalists and earned/non-paid influencers write about the experience and area in general.
- Alliah spoke about the community’s involvement with the upcoming event commemorating the 50th anniversary of the Summer of Love concert that was held in Monterey in 1967. A committee of representatives from all groups on the peninsula are collaborating on different social and musical events to mark the 50th anniversary between the months of May – September. The Summer of Love 50th anniversary will also be commemorated with branding for the Monterey County Fair and Monterey Farmers Market. The city of Monterey is working on decorating the Lighthouse tunnel to commemorate the anniversary. The New York Times will have an article about the Summer of Love event online.

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on 4/15/17 and in print on 4/16/17. We are still waiting for an announcement of the lineup of performers.

- Alliah gave an update on current and future press releases that include: Monterey Conference Center renovation/branding, local industry renovations, new chef at the MCC, Travel & Tourism week and that Big Sur is open for business.
- Rob O'Keefe reminded the committee that the second week of May is National Travel & Tourism Week. During this week, the Sustainable Travel message will be promoted via a Travel Fail video and a Sustainable Moments training program. April Locke added a paid media campaign will launch this spring with radio, print, and digital segments. Included will be spots on NPR and the local Edible Monterey magazine. The focus is to inform and educate tourists to be responsible and respectful travelers.
- April Locke spoke about the International Initiatives. Spring co-ops are planned with Brand USA and CCTC for Mexico and Western Canada. MMGY is working on developing new brand photography for leisure and group. An upcoming media FAM is planned for the Monterey Conference Center.

C. Topic: FY 2017-18 Marketing Plans

- Rob O'Keefe informed the committee that the MCCVB Board will discuss the 2017-18 budget and initiatives at the May board meeting.
- Rob discussed Monterey Visitor segments. There are 64 segments. The top five key target segments are: Money and Brains, Trend Setters, Family Connections, The Young and the Curious, and Free At Last. Knowing the top five segments provides a better way to determine where to focus marketing efforts on. April Locke discussed the marketing strategy which is to continue with the content driven approach: continuing to move more towards social and earned marketing rather than the traditional paid media marketing. Rob discussed the four key marketing channels: paid, earned, social and owned (PESO); adding paid, owned and earned are the markets we want to focus on. Mimi Hahn asked what is the rationale of pulling social out of the owned market. Discussions determined that social should remain a part of owned keeping the focus of marketing channels on POE = paid, owned and earned.
- April discussed future co-op opportunities. The ad agency helped design a survey that was distributed to members asking for feedback on what they would like to see in future co-ops. Results from the survey are: prefer co-ops in the range of \$100-\$500 (\$250 is ideal), prefer targeted

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co-op placements, would like to see additional Digital and Social co-op opportunities, would like to see additional Group & Meetings Opportunities, continue with print opportunities. Discussion followed with suggestions to plan co-cop opportunities farther in advance such as six months out to allow members time to plan and get it on their calendars. Rob added that a co-op calendar will be put in place to assist with better advance notice

- April reviewed what is being done to align marketing and group marketing efforts. Marketing can assist with increasing awareness and familiarity which then increases engagement. Rob discussed the importance of making sure prospects are well informed before engaging. April added there will be more focus put on quantitative events. Diane Mandeville asked if we have identified where the disconnect is if sales managers are spending more time on informing meeting planners where Monterey is. Tammy commented the sales managers are actually increasing familiarity with the meeting planners rather than informing them of Monterey. Mimi Hahn suggested that perhaps meeting planners know Monterey more as a leisure destination rather than a meeting location. Janine Chicourrat added that the newly renovated Monterey Conference Center will increase familiarity of the Monterey Peninsula as a destination. Rob added marketing will promote “inspired meeting moments”.
- Rob gave an overview of the International Market. Factors that influence International travel include: sentiment, intent to travel and currency. The top three strategic International markets for 2017-18 are China, Mexico and Canada. We will work on maintaining relationships with Mexico and Canada. Per Brand USA there has been a 10% drop in travel to Mexico. Tammy added that Visit CA is taking a strong role in maintaining positive relationships with both Mexico and Canada. The MCCVB is partnering with Team San Jose and Visit Santa Cruz in marketing to the China traveler. In working with Team San Jose the hope is to allocate more funds to market to the UK, Germany and Australia.
- Rob reviewed three year goals and the proposed budget. While there has been a decrease in web site visits year over year the goal is to maintain the current percentage of visitors coming to the area. While tracking impressions we will also be tracking engagement. The trend reflects travelers are using social channels more than web sites. Tammy added we expect a decrease in TOT and TID due to the recent storms and the temporary closure of Highway 1. April informed the committee that Sales will be moving funds over to Marketing to put more focus on group marketing.

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GOOD OF THE ORDER: None

- Mimi Hahn adjourned the meeting at 12:07 p.m.

Next committee meeting:
Thursday June 8, 2017 | 10:30 AM - 12:00 PM
MCCVB Conference Room

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