



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Agenda

Tuesday, April 11, 2017

8:30am

Sands Inn & Suites

1930 Monterey Street, San Luis Obispo, CA 93401

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA – <i>motion required</i>	C. Davison
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3. Approval of March 14, 2017 Marketing Committee Meeting Minutes
Staff will ask for Committee approval of the March 2017 Marketing Committee Meeting Minutes.

CEO REPORT	C. Davison
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4. CEO Report (15 min)
Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	B. Burnham
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5. Update on Board Action (5 min)
Staff will provide an update on action taken at the March Board of Directors meeting.
6. Advertising & Marketing Update (15 min)
Staff will review the progress on current paid media campaign, earned (PR) efforts and owned media efforts.
7. New Flight Market Promotion Update (5 min)
Staff will review developments for marketing the new flights to Seattle and Denver.
8. FY 17/18 Marketing Update (10 min)
Staff will present initial FY 17/18 marketing planning.
9. Marketing Discussions (70 min)
 - a. Strategic Marketing Retreat Review & Discussion (20 min)
Staff will review key takeaways from the March marketing committee retreat and open discussion for feedback and reflections.
 - b. Co-op Marketing Discussion (20 min)
Committee will discuss budgets and prioritization for co-op opportunities, including SAVOR on the road, in-market installations, public relations and asset development.
 - c. Content Marketing (20 min)
Committee will brainstorm and discuss content marketing ideas, collaborations and strategies across destinations and the county.
 - d. Discussion Recap (10 min)
Staff will recap the ideas discussed during the meeting.

ADJOURN.

Brown Act Notice: Each speaker is limited to two 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.