



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, October 10, 2017 at 8:30am

Sands Inn and Suites

1930 Monterey Street, San Luis Obispo CA 93401

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

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – <i>motion required</i>	B. Burnham
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3. **Approval of September 12, 2017 Marketing Committee Meeting Minutes**
Staff will ask for Committee approval of the September 2017 Marketing Committee Meeting Minutes.

CEO REPORT	C. Davison
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4. **CEO Report (10 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 September Board of Directors meeting.
6. **Advertising & Marketing Update (20 min)**
Staff will review the progress on current sales, paid media campaign, earned (PR) efforts and owned media efforts.
7. **Marketing Discussions (50 min)**
 - a. **Final WebDAM Discussion (15 min)**
Staff will review the feedback received so far and discuss any additional input from the Committee.
 - b. **New Website Review & Discussion (30 min)**
Staff will review the updated prototypes and discuss next steps for content development with the Committee.
 - c. **Discussion Recap (5 min)**
Staff will recap the ideas discussed during the meeting.

ADJOURN.

Brown Act Notice: Each speaker is limited to 2 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.



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee

Meeting Minutes

Tuesday, September 12, 2017

8:30am

Courtyard by Marriott, San Luis Obispo
1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Terrie Banish, Molly Cano, Shari Clark, Cheryl Cuming, Gordon Jackson, Stacie Jacob, Lori Keller, Jennifer Little, Heather Muran, John Sorgenfrei, Jill Tweedie

ABSENT: Jim Allen, Christen Goldie, Jennifer Porter

STAFF PRESENT: Brooke Burnham, Jordan Carson, Chuck Davison, Brendan Pringle, Michael Wambolt

Call to Order at 8:31 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

CONSENT AGENDA

3. Approval of August 8, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Muran/Sorgenfrei to approve the Consent Agenda as presented.

Motion carried: 9:0

Cuming, Jacob and Tweedie absent at time of motion

BUSINESS ITEMS

4. PR Agency Presentations

The Marketing Committee heard presentations from Turner Public Relations, Mfa and Brandman Agency.

Public Comment – Audrey Arellano noted that Brandman seemed very prepared and addressed the immersion question better than the other two presenters, but that she preferred Turner’s down-to-earth approach overall.

Committee Discussion – Burnham disclosed that Turner was the agency contractor for Visit Estes Park (Colorado), her previous employer, and that one of the presenters for Brandman was the daughter of Hilary Townsend, VSC’s current PR contractor. Sorgenfrei mentioned that Turner seemed very professional while Brandman knew our drive markets and seemed more familiar with the destination. Tweedie liked Brandman’s travel curator and the opportunities to for them to target VSC’s fly markets, but noted that Turner had good reporting metrics. Muran thought Turner had the best ideas and good co-ops. Clark noted Turner’s innovative strategies and thought Brandman had merit, but that Brandman was not as thorough in their approach. Cano questioned whether Turner would actually deliver on their ideas proposed in their presentation and noted that Brandman seemed like a safer option. Jacob mentioned Turner seemed innovative in their brand integration. Keller noted that Turner felt authentic and had a strong measurement focus, while Brandman felt as though they might not give us the attention we deserve. Cuming and Akers both agreed that Turner would be the best fit. Burnham provided some insights into her past experience working with Turner. Davison mentioned that Brandman had a great approach to the trade side and while Turner was a clear leader, they need that trade piece. Davison also noted that Turner excluded deskside visits from their contract and need to know what that will look like if the contract were to come to fruition.

ACTION: Moved by Jacob/Clark to recommend that the Board approve Turner Public Relations as Visit SLO CAL’s Public Relations Agency.

Motion carried: 9:0
Cano, Banish and Jackson absent at time of motion

5. Advertising & Marketing Update

Wambolt provided an update on current Travel Trade outreach, upcoming travel dates and two upcoming familiarization tours, including an Australia-New Zealand Super STAR FAM and UK Visit California SuperFAM.

Burnham updated the committee on Visit SLO CAL’s upcoming Fall Industry Educational Symposium on September 21st and Packaging Party on October 19. SAVOR will return to the San Diego Bay Wine and Food Experience in November with an expanded tent that includes two spots for DMOs. Visit SLO CAL has received a proposal from Seattle’s Taste Washington event in March, where SAVOR would have representation in the beer garden, but would not be able to pour wine. Burnham also noted that sales have begun for the 2018 Visitor Magazine.

Corliss attended the FLICS Board Meeting and Retreat along with 15 other film commissions. Corliss noted that Film SLO CAL is currently working on a partnership with SLOIFF and will be meeting in the coming weeks to finalize this collaboration. Corliss is currently performing outreach for local crew and talent, as well as private home locations. Film SLO CAL will be attending American Film Market (AFM) in November and California on Location Awards (COLA) in December.

Burnham reviewed VSC’s earned media efforts including recent press hits, hosted media and upcoming activities such as the October Media FAM.

Visit SLO CAL’s partnership with The Clymb/LeftLane Sports will run September 21-November 3 and will include blog posts, dedicated email blasts, email banners, social media posts, Instagram takeover, website banners and homepage links.

Burnham reviewed the website metrics from the August SEO report. Burnham noted that BCF is working on airport banners for the new terminal, VSC’s FY2016/17 Annual Report and select new ads for the Fall campaign. VSC is working with Goodway Group on the media strategy and plan.

Public Comment – None.

Committee Discussion – None

6. Marketing Discussions

6a. New Website: Burnham reviewed the first prototype for the new website with Simpleview and noted that VSC will be working with the DMOs to collect links and talking points to update content for new destination pages.

Public Comment – None.

Committee Discussion – None.

6b. New DAM Needs: Burnham reviewed the Committee’s known needs and desires for a Digital Asset Management (DAM) System.

Public Comment – None.

Committee Discussion – Cuming noted that it would be beneficial if there is the ability to request multiple photos at once and asked if the DMO’s would have to re-upload their photos to the new system. Corliss responded that the assets that are currently in WebDAM would be transferred to the new system via an exportable drive provided by WebDAM.

ADJOURNMENT

Meeting adjourned at 12:32 pm.