



# AGENDA

## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting

Tuesday, July 17, 2018

8:30 am - 11:00 am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

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

<b>ANNOUNCEMENTS</b>	<b>B. Burnham</b>
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<b>CONSENT AGENDA – <i>motion required</i></b>	<b>B. Burnham</b>
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3. **Approval of June 12, 2018 Marketing Committee Minutes**  
*Staff will ask for Committee approval of the June 2018 Marketing Committee Minutes.*

<b>BUSINESS ITEMS</b>	<b>B. Burnham</b>
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4. **Advertising & Marketing Update (45 min)**  
*Staff will review the progress on current sales efforts, the paid media campaign, earned (PR) efforts and owned media efforts. Staff will also cover highlights from Destinations International Annual Conference.*
5. **Brand Presentation (20 minutes)**  
*Pismo Beach will present their destination brand platform to the Committee.*
6. **Marketing Discussions**
  - a. **New Co-op Ideas (45 min)**  
*VSC staff will share information on new co-op options, such as data & research, Brand USA/international, the Arrivalist A3 platform, etc. Committee will discuss needs and gaps, available budgets and if/how VSC co-ops could meet needs in new ways.*

### 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

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, June 12, 2018

8:30 am – 10:30 am

Courtyard by Marriott, San Luis Obispo

1605 Calle Joaquin, San Luis Obispo, CA 93405

#### 1. CALL TO ORDER: Brooke Burnham

**PRESENT:** Ashlee Akers, Audrey Arellano, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Christen Goldie, Lindsey Hartig, Gordon Jackson, Courtney Meznarich, Heather Muran, Jill Tweedie

**ABSENT:** Jim Allen, Terrie Banish, Jennifer Little, John Sorgenfrei, Danna Stroud

**STAFF PRESENT:** Chuck Davison, Brooke Burnham, Yarina Valverde, Jordan Carson

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**Call to Order at 8:33 am.**

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

None.

#### ANNOUNCEMENTS

Muran reminded the Committee about SLO Wine Country Association's upcoming Roll out the Barrels event and noted that they have new maps.

Jackson reminded the Committee about Pismo Beach's annual 4<sup>th</sup> of July celebration and announced that the pier will re-open in November.

Burnham reminded the Committee to send out Visit SLO CAL's DMS Visitor Survey.

Porter announced that Paso Robles Wine Country Alliance has a Marketing Manager position open.

#### CONSENT AGENDA

#### 3. Approval of May 11, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

#### **4. Advertising & Marketing Update**

Burnham reviewed recent Travel Trade efforts including IPW in Denver, where Visit SLO CAL attended with 8 partners and held 63 appointments. Michael Wambolt and Keba Baird are currently in the UK on a trade and media mission with Black Diamond. Wambolt and Baird will be attending two events there and have 11 trade appointments.

Burnham reviewed recent Film SLO CAL efforts including recent film shoots, filming announcements and current year-to-date stats. Burnham encouraged the Committee to reach out to Kylee Corliss, Film Commission Liaison, if they hear of any private property shoots in the area.

Burnham reviewed appointments during IPW's media marketplace, recent media visits, local outreach efforts and the current communications plan for the Destination Management Strategy. Burnham recapped May media results from Turner and Black Diamond, upcoming opportunities and upcoming confirmed articles.

Carson recapped the recent SLO CAL Storytellers kick-off trip and SLOCAL.com web stats.

Valverde reviewed paid media efforts through May. BCF will be coming in August to develop new creative assets in the city of San Luis Obispo. Valverde noted that the spring campaign remained successful through May and proved to be the most successful to date with a lower overall bounce rate, higher time on site and strong session count.

Public Comment – None.

Committee Discussion – Akers complimented Michael on coordinating the IPW co-op. She added that VSC should try to share the IPW experience to all partners.

Jackson asked if VSC targeted its audience differently during this spring campaign versus the last. Burnham remarked that last year's strategy involved reaching as many people as we could, while this year, VSC focused on a set of high-value activities, which allowed us to find a balance between awareness and consideration.

Cuming asked if VSC will be offering retargeting co-ops in FY 2018/19. Burnham noted that VSC will be working with Miles, VSC's new media agency, to assess co-ops and bring the discussion back to the Committee.

#### **5. Marketing Discussion**

**5a. Visitor Information Practices, Needs & Gaps** – Burnham asked the Committee about current visitor practices, and the needs and gaps going forward.

**5b. Quarterly Insight Discussion** – Valverde reviewed the end of VSC's recent ad campaign. From January to February, there was a spike in eCPA due to only running social in January. In February, the full programmatic campaign was launched in conjunction with the launch of the new SLOCAL.com.

**5c. Ongoing Committee Schedule** - Burnham reviewed VSC's changes to future Marketing Committee meetings, including individual DMO presentations, scheduled discussion topics coming out of the March Marketing Retreat and quarterly insight reviews. Burnham noted that VSC is getting ready for a redistricting campaign this fall.

Public Comment – None.

Committee Discussion – Cuming recently asked all of her LFA’s to provide the information that they are currently using and what they need to help visitors. She asked how we get frontline staff exposed to everything the county has to offer, and involve the vacation rental management companies in the mix.

Jackson noted Pismo Beach will be installing a whale trail sign on the Pismo Beach pier. They currently have maps and six videos that all concierges are supposed to watch upon training.

Cano asked if there was an opportunity to do a video series for frontline staff. Cuming noted that the video could include the ‘Top five things to do and see in each destination’ (that each DMO is already sending to VSC) as part of the video storyline. Cano also noted that SLO has a tear-off map that every guest receives at check-in.

Brennan noted there is no visitor center for South County beyond Pismo Beach, and the Arroyo Grande Chamber is hard to find, which poses problems for visitors.

Arellano remarked that the gap for Paso Robles’ event calendar is getting the members to put the events on the website. Burnham noted that the SLOCAL.com event calendar does have an API available for use on other people’s websites.

Davison recommended getting an hour meeting scheduled to understand what the inputs and outputs have to be amongst all partners for a conclusive countywide event calendar.

Akers asked if VSC does the media flights by persona. Valverde responded that VSC only does it by geo.

Akers asked where Visit California was with their Arrivalist co-op. Burnham noted that the proposal is on Visit California’s desk, but DMO partners would get a 15% discount. VSC is looking into co-oping the A3 platform internally.

## **ADJOURNMENT**

Meeting adjourned at 10:33 am