



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, July 11, 2017 at 8:30am

Courtyard by Marriott, San Luis Obispo

1605 Calle Joaquin, San Luis Obispo, CA 93405

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

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – motion required	B. Burnham
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3. **Approval of June 13, 2017 Marketing Committee Meeting Minutes**
Staff will ask for Committee approval of the June 2017 Marketing Committee Meeting Minutes.

BUSINESS ITEMS	B. Burnham
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4. **Update on Board Action (5 min)**
Staff will provide an update on action taken at the June Board of Directors meeting.
5. **Advertising & Marketing Update (10 min)**
Staff will review the progress on current paid media campaign, earned (PR) efforts and owned media efforts.
6. **Marketing Committee Member Applications (25 min) – motion required**
Staff and committee will review applications and the committee will vote on a recommendation to the board.
7. **Marketing Discussions (80 min)**
 - a. **Review and Discuss FY 2016-17 Marketing Performance (30 min)**
Staff will review the campaign results before opening up committee discussion.
 - b. **In-Market Engagement Discussion 20 min)**
Committee will discuss current efforts to engage guests while in market and what role VSC should play.
 - c. **Public Relations Collaboration (20 min)**
Committee will discuss how to best collaborate in PR efforts, FAMs, media visits, leads and WebDAM.
 - d. **New Co-op Ideas (5 min)**
Committee will discuss new co-op ideas, including visitor guide distribution and SAVOR on the Road.
 - e. **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, June 13, 2017

8:30am

Sands Inn & Suites

1930 Monterey Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Molly Cano, Cheryl Cuming, Terrie Banish, Christen Goldie, Gordon Jackson, Lori Keller

ABSENT: Jim Allen, Amanda Diefenderfer, Jennifer Little, Heather Muran, Jen Porter, John Sorgenfrei

STAFF PRESENT Brooke Burnham, Brendan Pringle, Jordan Carson, Pam Roberts, Michael Wambolt

Call to Order at 8:40 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENT

Document Retention Policy: VSC contracted with CIVITAS to update the Record Retention Policy. VSC directors, officers, employees, volunteers or agents are required to copy records@slocal.com on all email messages regarding official VSC business. VSC sent out an email on Friday, June 9 with this information so DMO's can share with their colleagues and constituents.

Banish announced the Atascadero Lakeside Wine Festival happening this weekend.

CONSENT AGENDA

3. Approval of May 9, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 7:0

BUSINESS ITEMS

4. Update on Board Action

Pringle updated the Marketing Committee on recent Board action including approval of the CEO Annual Review, updates to the Document Retention Policy, specifically in regard to the email policy, and the election of Lori Keller to the Board of Directors.

Public Comment – None.

Committee Discussion – None.

5. Advertising and Marketing Update

Burnham gave an update on the paid media campaign, noting that VSC has transitioned the display campaign out of all markets except for Denver. Burnham also showed the Committee the new 15-second persona videos that were added to the ad campaign, running on Facebook in all target markets. These new videos have seen a 78 percent view rate and a cost per completed view of \$0.03. The Committee viewed the new 15-second videos.

Burnham noted that VSC has created a new brochure for Film SLO CAL, which was distributed to location managers and representatives in the film industry at the Film in CA event.

Wambolt gave an update on recent Travel Trade initiatives including attendance at IPW in Washington, D.C. in June. VSC debuted a brand-new, custom 10x50 booth in which six partners were showcased (San Luis Obispo, Morro Bay, Pismo Beach, Boutique Hotel Collection and Paso Robles) as well as a modified countywide video that integrates the new brand, aerial footage and brand footage. Wambolt also stated that VSC will be working on revamping the countywide video as a whole with new assets from all the destinations. Wambolt noted that VSC held 57 appointments and poured SLO CAL wine and beer during the event.

Wambolt provided an update on recent sales missions, including a UK Travel Trade FAM with nine top travel agents and project managers from UK & Ireland. This travel trade FAM was a result of VSC's travel trade/PR contract with Black Diamond.

Burnham noted that Kylee Corliss has transitioned out of communications and will be supporting Film SLO CAL only. VSC has contracted Hilary Townsend, Townsend PR, until the Communications Manager position can be filled. VSC hosted Seattle Evening Magazine, resulting in two videos and an article. Corliss attended the Visit California San Francisco Media Event where 80 media representatives attended from outlets such as the SF Chronicle, Bay Area News Group, AFAR, Sunset, Via and Smart Meetings. Burnham noted that Corliss said there was a very high level of interest in SLO CAL. VSC is pivoting to a long-term strategy surrounding the Highway 1 closure, and is developing a consumer-facing toolkit with Solterra Strategies, in collaboration with Visit California. This toolkit will include articles and photos, social media content, graphics and maps. VSC will update this information periodically throughout the year.

Visit SLO CAL is considering new ways to integrate destination brands and content into VSC's content strategy. Burnham stated that one idea is to schedule regular Instagram takeovers, allowing the participating DMO's one week each quarter to take over the SLO CAL Instagram handle, post up to two times a day and use Instagram stories. Burnham noted that once approved, VSC will provide a sign-up form to the destinations.

Burnham gave an update on the new website being built by Simpleview. VSC is finalizing the style guide with Simpleview and completing the advanced sitemap. Traffic is slowing down on the current site as paid media placement slows down, and the Event Calendar is still the most popular page.

Public Comment - None.

Committee Discussion. Akers had asked if VSC has a dashboard with month-over-month analytics from the paid campaign. Burnham noted that we look at those each month, but because the campaign essentially ran for 1 quarter,

VSC only has a quarterly view. Burnham noted that the Marketing Committee can look at this deep-dive during the next meeting. Cuming asked about the Highway 1 buzz at IPW. Wambolt mentioned both VSC and VCA had brochures detailing the detour. Cano noted that some people didn't know about the closure, which provided the opportunity to educate them about the closure. Keller asked how VSC will be measuring the ROI for future tradeshows as we look to expand and make an impact on a higher level. Wambolt noted that VSC is looking into third parties who can manage that piece. The new Simpleview CRM will also be able to handle high-level review and reporting. Wambolt noted that industry-wide, there is no definitive way to report out, but hopefully these third parties will help.

6. Marketing Committee Member Submissions

Burnham noted that VSC has opened the application process for the Marketing Committee. There are currently up to five seats open. Burnham made the Marketing Committee aware that the applications and guidelines can be found on the Members Area of the website.

Public Comment – None.

Committee Discussion - None

7. Review and Discuss FY 2017/18 Marketing Plan

Burnham reviewed the FY 2017/18 Marketing Plan, stating that VSC will maintain consistent markets, personas and demographics with the exception of San Diego, which has been removed from the mix to make room for Denver. VSC has also tailored the media flight calendar to each market in order to reach each at the right time with the right message. VSC's media strategy remains nearly entirely digital with the exception of certain media co-op opportunities such as in-flight magazines, out-of-home and SAVOR on the Road. Burnham noted that VSC has proposed a social media and native ad co-op opportunity in which destinations create a blog post for the SLO CAL website and sign up for one of 20 weeks available for \$500. VSC matches the amount and the destination can choose to have VSC boost the post on Facebook or use it in a Native Ad. Destinations would also have the option of doubling up for \$1000 in which they receive both a boosted post and a native ad.

Burnham made the Committee aware of upcoming co-op marketing opportunities including SAVOR on the Road, media hosting, Film SLO CAL FAM, travel trade FAMs, trade shows and sales missions.

Public Comment – None.

Committee Discussion - Akers asked if Las Vegas was really still a viable target market. Burnham noted we have tapered down the budget for that market. The Committee requested that the co-op opportunities be sent out in a one-page document. Cuming asked if there will be a research component for 2017/18 with the ability for DMO's to buy in. Burnham responded that there will be an option and Chuck Davison is taking the lead on upcoming research projects.

ACTION: Moved by Cuming/Keller to recommend that the Board approve the FY 2017/18 Marketing Plan as presented.

Motion carried: 7:0

8. Marketing Discussions

8a. Chute Co-op Opportunity: Burnham gave an update on the Chute co-op and made the Committee aware that VSC and Chute are ready to move forward with those who are interested. This co-op allows partners full access to the Chute platform as well as group onboarding training and monthly webinars for a discounted price. Burnham noted that VSC would also receive co-ownership of use rights and galleries.

8b. Highway 1 Closure Support: Burnham reiterated that VSC is pivoting to a long-term strategy and is in the process of

developing a consumer-facing toolkit for partners and stakeholders. Burnham also shared that The Tribune has approached VSC for a regional collaboration about promotion of Highway 1, which spawned thoughts of a more regional co-op option. Keller stated that getting local awareness that we are the “new” Big Sur could be very valuable. Burnham noted that activating the people who are closer to the closure could be more beneficial in the short-term who are planning last-minute trips. Cuming showed interest in this co-op opportunity. Cano also noted that Monterey did a virtual press tour. Burnham stated that she will look into the result of that effort to see if it could be an option for VSC to pursue.

8c. Discussion Recap

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:22 am.



AUDREY ARELLANO / AUDREY@CAMBRIAINNS.COM

Adelaide Inn / Cambria Inns Collection

June 30, 2017

Brendan Pringle

Visit SLO CAL

Brendan@slocal.com

Dear Brendan and Visit SLO CAL Marketing Committee:

Please accept my submission and application to be selected as a member of the SLO CAL Marketing Committee. I feel that with my passion and enthusiasm for the central coast coupled with my 20+ years of marketing experience, I will be an asset to the group.

I have lived in Paso Robles for the last 10 years have been involved in marketing and tourism here on the Central Coast for the last 7 years through my employment as Director of Sales and Marketing with the Holiday Inn Express & Suites, Paso Robles, and now currently as Brand Manager with the Adelaide Inn in Paso Robles, and Castle Inn, Moonstone Cottages, Sand Pebbles Inn, and Blue Dolphin Inn in Cambria.

Through my hospitality career I am involved in various community organizations including the Wineries of Paso Robles Highway 46 East, Paso Robles Chamber of Commerce, Visit SLO CAL, Cambria Tourism Board/Visit Cambria, PRWCA, and TPRA. As President of the Wineries of the 46 East for the last 5 years, my main responsibility is branding and bringing public awareness and traffic to our 20 Winery and 8 Hospitality members through our marketing and annual events which further enhances my experience and knowledge of marketing and branding in the Central Coast.

Throughout my employment and involvement in both the hospitality and wine industry, I have established and maintained many connections and relationships here which, with my marketing experience, would make a great contribution to the committee.

Please see my resume attached reflecting my professional history and thank you for your consideration.

Sincerely,
Audrey Arellano



VISIT SLO CAL

MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Audrey Arellano

COMPANY: Adelaide Inn & Cambria Inns Collection

ADDRESS: 1215 Ysabel Avenue, Paso Robles, CA 93446

PHONE: 805-369-2058 EMAIL: Audrey@Cambriainns.com

TOTAL YEARS IN TOURISM INDUSTRY: 7

TOURISM-RELATED MARKETING EXPERIENCE:

I am actively involved in marketing/branding in both the hospitality and winery industries on the Central Coast and have been for about 7 years. I am currently the Brand Manager for 5 hotel properties (1 in Paso and 4 in Cambria) and am also President of the Wineries of 46 East organization which is a marketing non-profit consisting of 20 Paso Robles' wineries and 8 hospitality members. I have been associated with Visit SLO CAL, TPRA, and PRWCA for 6+ years, as well an Ambassador for the Paso Robles Chamber of Commerce. I also currently sit on the Cambria Tourism Board (CTB) Marketing Committee.

Employment History

CURRENT EMPLOYER: Black's Companies (Adelaide Inn & Cambria Inns Collection) YRS OF SERVICE: 1

TITLE: Brand Manager

PAST EMPLOYER: Holiday Inn Express & Suites, Paso Robles YRS OF SERVICE: 6

TITLE: Director of Sales & Marketing

Community/Board Involvement

ORGANIZATION: Paso Robles Wineries of Highway 46 East TITLE: President

DATES OF INVOLVEMENT: 2011-present

ORGANIZATION: Cambria Tourism Board TITLE: Marketing Committee

DATES OF INVOLVEMENT: Jan. 2017-present

ORGANIZATION: Paso Robles Chamber of Commerce TITLE: Ambassador

DATES OF INVOLVEMENT: 2011 to Present

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Brendan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.

Audrey Rachelle Arellano

816 Sycamore Canyon Road, Paso Robles, CA 93446/Cell-805.975.3632/Email-Audrey@Cambriainns.com

Professional Profile:

I am a loyal and dedicated person and I stand behind my morals and ethics. I give 110% to my commitments and take pride in my accomplishments which drives me to be organized and have high attention to detail. I am a people person and I believe that any organization I am involved in must have relationship and communication at its core. I am a self-starter yet excel when I am a part of a team reaching to achieve a common goal.

Professional Employment History:

2017 to Present – Brand Manager

Adelaide Inn, Castle Inn by the Sea, Sand Pebbles Inn, Blue Dolphin Inn Paso Robles & Cambria, CA

Accountable for branding and messaging of all properties; individually and collectively, handle creation and implementation of packages and promotions, marketing materials, website content, social media content, eFlyers, eBlasts, and digital and print ads. Serve as the face of the company within the Central Coast through PR efforts.

2011 to 2017 - Director of Sales and Marketing

Holiday Inn Express & Suites Riverside Ave, Paso Robles, CA

Handled sales and marketing aspects of the Hotel. Including hotel promotions, packages, and specials, designed, created and implemented hotel promotional materials, wrote and published press releases and website content, established new key account business and maintained existing account relationships. Involved in business planning and development. Accountable for yearly budget planning and revenue strategies. Served as the face of the property within the Central Coast community through PR efforts.

2007 to 2010 - Executive Director

The Innacee Foundation Airport Road, Paso Robles, CA 93446

Innacee is a non-profit organization in alternative education. I started in its infancy and handled all sales, marketing, promotions and events. I played a key role in business planning and development.

2000-2007 - V.P. Sales & Marketing

Aqua Resource Group Tesla Rd. Irvine, CA

Aqua is a Marketing and Software Development company designed for business owners in the Mortgage/Real Estate Industry. Played key role in getting the company off of the ground. Created, implemented and ran the company employee sales training courses including writing and creating all materials. Involved in all business planning and development, revenue strategies, and website and promotional content and materials.

1996-2000 - Assistant Director of Sales & Marketing

National Rent-A-Fence Sepulveda Blvd, North Hills, CA

Handled sales and marketing budgets and strategies on the national, corporate level. Traveled nationwide monthly to exhibit in tradeshows, expos, and conventions to promote and sell products and services.

All previous employment includes Sales, Marketing, and Team Management

Community Involvement and Organizations:

Present: President of the Wineries of Highway 46 East, Ambassador for the Paso Robles Chamber of Commerce, Marketing Committee for Cambria Tourism Board/Visit Cambria (CTB), Member of the Paso Robles Wine County Alliance (PRWCA), Member of the Travel Paso Robles Alliance (TPRA), Member of Visit SLO CAL.

Dawn Rodden
1790 10th Street
Los Osos, CA 93402

6/16/17

Dear Brendan,

I am interested in applying for the Visit SLO CAL Marketing Committee. At the present time I hold the part time position of Executive Director of the Los Osos/Baywood Park Chamber of Commerce and also the owner/design of my own graphic design studio. As a designer I have worked in the tourism industry for hotel and transportation clients plus offering marketing support for non profit organizations. I served on the LO/BP Board for over 15 years as Marketing Committee chair before stepping down to be Executive Director and continuing the marketing services in that position. I also serve on the South Bay Women's Network board as Marketing Director.

I would like an opportunity to represent Los Osos/Baywood Park with Visit SLO CAL while using my marketing experience and learning from other marketing experts.

Attached is my resume and I would welcome to be considered for the committee.

Thank you for your time.

Sincerely,



Dawn Rodden



VISIT SLO CAL

MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Dawn Rodden

COMPANY: Los Osos/Baywood Park Chamber & Creative Design Graphics

ADDRESS: 1790 10th Street, Los Osos, CA

PHONE: 805-748-5644 EMAIL: lobpccmarketing@gmail.com

TOTAL YEARS IN TOURISM INDUSTRY: variety of roles for around 30 years

TOURISM-RELATED MARKETING EXPERIENCE:

Marketing for the Los Osos/Baywood Park Chamber of Commerce. Design clients for hotels and Disneyland in Orange County.

Employment History

CURRENT EMPLOYER: LO/BP Chamber & self YRS OF SERVICE: 3 yrs/28 yrs

TITLE: Executive Director & Designer/owner

PAST EMPLOYER: _____ YRS OF SERVICE: _____

TITLE: _____

Community/Board Involvement

ORGANIZATION: LO/BP Chamber of Commerce TITLE: Director/Marketing

DATES OF INVOLVEMENT: 1994 to 2014

ORGANIZATION: South Bay Women's Network TITLE: Marketing Director

DATES OF INVOLVEMENT: _____

ORGANIZATION: _____ TITLE: _____

DATES OF INVOLVEMENT: _____

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Dawn Rodden

1790 10th Street, Los Osos, CA 93402 • 805.528.8263 • FAX 805.528.8119 • www.creativedesigngraphics.com

QUALIFICATIONS PROFILE

Detailed and service oriented professional with extensive experience in small business/organization promotion and marketing. Exceptional multi tasking skills; able to manage deadline sensitive projects while maintaining communication between either clients or members of non-profit organizations. Experience in non-profits as both a board member, event coordinator and office manager.

Technical Proficiency

Platform: Mac OS X

Applications: Adobe InDesign CS, Adobe Illustrator CS, Adobe Photoshop CS, Adobe Acrobat Professional, Microsoft Office. **WordPress websites** copy placement and admin skills. Facebook, Mailchimp, Constant Contact.

PROFESSIONAL EXPERIENCE

Los Osos /Baywood Park Chamber of Commerce

Los Osos, CA

EXECUTIVE DIRECTOR

2014 -2017

Part time position overseeing the Chamber Office and Visitors Center. Responsible for promotion and marketing of the Chamber through press releases and social media. Liason between the Chamber office and event committee chairs. Manage a staff of volunteers and provide administrative support to the Chamber Board of Directors. Maintain Chamber website.

Creative Design Graphics

Los Osos, CA

DESIGNER/OWNER

1988 – 2017

As a self employed designer I have been providing graphic design services to a variety of clients for over 30 years. I offer experience in all phases of design including logos, business promotion, editorial design and packaging. Attention to detail, quality production techniques and professional services are all part of Creative Design Graphics.

ORGANIZATIONS

Member of the Los Osos/Baywood Park Chamber of Commerce since 1994. Been a Board Director from 1995 to 2014 and the newsletter editor for 19 years. Served as Marketing Director to promote Chamber events and tourism through website, social media/email marketing and print. Served as chairperson on a variety of events including Business Showcase/Expo.

Member of South Bay Women's Network since 2002 and served on the Board of Directors 2003 to 2015 as Newsletter Editor and Marketing Director. Duties as marketing director include, writing press releases, news articles, webmaster, organizing and promotion of events and social media/email marketing. Served as SBWN President 2009-2011.



Visit SLO CAL

MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

TOTAL YEARS IN TOURISM INDUSTRY: _____

TOURISM-RELATED MARKETING EXPERIENCE:

Employment History

CURRENT EMPLOYER: _____ YRS OF SERVICE: _____

TITLE: _____

PAST EMPLOYER: _____ YRS OF SERVICE: _____

TITLE: _____

Community/Board Involvement

ORGANIZATION: _____ TITLE: _____

DATES OF INVOLVEMENT: _____

ORGANIZATION: _____ TITLE: _____

DATES OF INVOLVEMENT: _____

ORGANIZATION: _____ TITLE: _____

DATES OF INVOLVEMENT: _____

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BREAKAWAY TOURS

and Event Planning —————

POB 535 Pismo Beach, CA 93448
www.breakaway-tours.com
805.783.2929
800.799.7657

July 7, 2017

SLO CAL
Marketing Committee
Attn: Jordan Carson

Dear Marketing Committee,

I am very interested in joining your committee to work toward marketing our fabulous destination here in San Luis Obispo County. I am the owner/operator of Breakaway Tours & Event Planning; we opened 22 years ago on July 4th! We began working in the Wine Tourism Industry before it even had a name. We are unique in the sense that we are a connector between the lodging and wine industry, even restaurants to our visitors.

Breakaway Tours belongs to three Vintner Associations, Paso Robles, SLO & Santa Barbara County as well as multiple Chambers of Commerce. We rode the wave in of the wine industry here and understand its roots and are highly invested in its future. We feel that the deeper dive that visitors make while here, only highlight how much more there is to do/see, ensuring their future return visit. We understand what our guests are looking for and often act as a concierge to them and the opportunities that exist.

Breakaway Tours serve the leisure visitor but our wheelhouse has always been the Corporate/Incentive market. With outreach and inbound marketing tactics we have seen their steady return since 2008. I have attended trade shows over the years in conjunction with VCB's and partner individually with hoteliers at other shows. The next being ALL THINGS MEETINGS 16th ANNUAL SILICON VALLEY RECEPTION & TRADE SHOW in San Jose later this month alongside The Allegretto Vineyard Resort followed by sales calls the next day. We also participate in Press/FAM tours for not only DMO's but within the wine industry as well.

Having served on the board previously, I was sad to be booted (for the lack of a better word) once the TBID came into effect. I feel a multi layered perspective would be richer and bring added value to the collective cause.

Thank you for your time and consideration. I look forward to hearing from you and hopefully joining your dynamic committee!

Sincerely,

Jill Tweedie
CEO
Breakaway Tours & Event Planning, Inc.

June 23, 2017

Brendan Pringle
895 Monterey Street
San Luis Obispo, California 93401

To Whom It May Concern:

Thank you for considering my application for the open Marketing Committee Member position with Visit SLO CAL.

The Central Coast is in my blood. I was born in Orcutt where I grew up between there and our lake house in Lake Nacimiento. I learned to drive, while taking my family to and from the wineries in the area, and learned to flirt with boys, sneaking off with my girlfriends to the Thursday night farmers market in SLO.

After an incredibly enriching experience in San Diego, climbing up the hospitality ladder, and gaining a wide variety of experience, Pacifica brought me onto their team to relocate up to the Central Coast in a new position, out of the corporate office, as the new Regional Director of Sales. In this role, I support the central coast hotels with sales related activities as well as act as the face of Pacifica Hotels immersing myself in the Pismo, SLO and Cambria communities; forging relationships with wineries and event venues, as well as new wholesalers. I am also instrumental in the opening of the Inn at the Pier later this year and any new builds, acquisitions or brand changes that take place on the Central Coast.

Being the only one from corporate, in-market, it is my responsibility to drive new initiatives and be the eyes and ears of SLO County. Currently, Pacifica has 11 properties in this county, with aggressive goals of growth and further integration into this County over the next 1-3 years. In the past two months I have been in this role, I have actively participated in our Cambria Collection campaign, along with designing our Pismo Portfolio piece that will roll out this summer. I help develop creative briefs that align with our brand strategy and managing the creative process in packaging our sales tools for weddings, events and sales. I work closely with media guests, VIPing their experiences in the area, and soliciting new PR opportunities, every chance I can. I am instrumental in our website visibility and content.

I started my role with Pacifica April 17th, 2017 and looking to make an impact in the community immediately.

The Central Coast is in my blood and I could not feel more fortunate to be back 'home' and able to make a real shift and change in the hospitality and tourism industry. I am a high energy, self-motivated professional who is passionate about driving new business into this area, and taking Central Coast hospitality to the next level.

Thank you for this incredible opportunity to be considered.

Best, Melissa

Melissa Colón
Regional Director of Sales Pacifica Hotels



VISIT SLO CAL

MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Melissa Colon

COMPANY: Pacifica Hotels

ADDRESS: 2705 Spyglass Drive Pismo Beach, CA 93449

PHONE: 619-840-9249 EMAIL: mcolon@pacificahotels.com

TOTAL YEARS IN TOURISM INDUSTRY: 13 years

TOURISM-RELATED MARKETING EXPERIENCE:

I designed and implemented all email blasts, proposals and marketing efforts affiliated with group sales for Evans Hotels. Currently, working closely with my Pacifica Marketing team to leverage our marketing efforts more strategically here on the Central Coast via social media, visual pieces, email blasts, and brand awareness.

Employment History

CURRENT EMPLOYER: Pacifica Hotels YRS OF SERVICE: <1

TITLE: Regional Director of Sales

PAST EMPLOYER: Evans Hotels YRS OF SERVICE: 7

TITLE: Director of Sales

Community/Board Involvement

ORGANIZATION: Cambria Chamber TITLE: Member

DATES OF INVOLVEMENT: 2017

ORGANIZATION: SLO WINE TITLE: Member

DATES OF INVOLVEMENT: 2017

ORGANIZATION: Visit SLO CAL TITLE: Member

DATES OF INVOLVEMENT: Looking for additional involvement!

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Melissa • Colón

CONTACT



619 840.9249



melissa.j.mcdermott@gmail.com



Arroyo Grande, California



linkedin.com/in/
melissajeancdermott

EDUCATION

Bachelore of Science: Hospitality and
Tourism Management
San Diego State University
2002-2006

SOMMENLIER Certification
Level 2

SCHWINN FITNESS Certified

Skills

- Public Relations
- New business development
- Prospecting
- Retaining first time clients for repeat business
- Uncovering new accounts via referrals
- Strong contract negotiator
- Rate driver
- Strong leadership skills
- Forecasting skills

Awards

Evans Hotels Million dollar club
leader: 2013 – 2016

San Diego Certified: SDTA 2015

Work

PROFESSIONAL EXPERIENCE

REGIONAL DIRECTOR OF SALES

Pacifica Hotels/ Central Coast / 2017 – Present

This role supports all 11 central coast hotels with sales related activities as well as acts as the face of Pacifica Hotels immersing in the Pismo, SLO and Cambria communities; forging relationships with wineries and event venues, as well as new wholesalers. Instrumental in the opening of the Inn at the Pier slated to open October 2017 along with any new builds, acquisitions or brand changes that take place on the Central Coast.

DIRECTOR OF SALES

Evans Hotels / San Diego / 2010 – Present

Leading total sales force at the Bahia Resort Hotel, focusing on 26,000 group rooms, annually, and a senior team of 8 direct reports. Accelerated booking pace in 1st half of 2016 by 58% over 2015 and increased ADR by \$8 verses same time last year. Increased group rooms revenue by over \$1.5 million dollars over prior year by developing new sales strategies geared towards proper placement of key accounts finding new corporate clients via heavy solicitation efforts and asking for referral business. Savvy in creating budgets, forecast, contracts and high performance training platforms.

Prior to 2015, achieved annual room revenue sales in excess of \$2M for the Catamaran Resort Hotel and Spa, exceeding annual goal year over year and focusing sales efforts in the local San Diego Market. Top revenue seller in company from 2012-2014 and top Mission Bay seller in 2015. Also successfully booked corporate business in the Mid West, Southeast and Pacific Northwest markets focusing on technology, software and national association business.

AREA SALES MANAGER

Starwood Hotels and Resorts / San Diego / 2006 – 2010

High performing closing sales manager working group sales for the following Starwood Hotels: US GRANT, W San Diego, Westin Gaslamp, Sheraton San Diego Hotel and Marina. Cluster Sales Manager Starwood San Diego: US GRANT, W San Diego, Westin Gaslamp: Sales Manager Sheraton San Diego Hotel and Marina. Achieved over 100% to goal annually.



Visit SLO CAL

June 22, 2017

Hello Chuck and Brooke,

I am excited about the prospect of serving on the Visit SLO CAL Marketing Committee. As you know, I work closely with SLO TBID on all marketing strategies and also plan and place all of their paid media. I know how important the collaboration between Visit SLO CAL and all of the TBIDs/DMO's in SLO County is and I would love to be able to be a part of the strategic partnership.

I have worked in marketing and media planning for over 20 years and I firmly believe in the strength of integrated marketing. I have worked in tourism marketing consistently for the past 10 years and it has become my passion. I am a huge proponent of staying on top of current marketing and media trends, consumer behaviors and overall tourism nuance. I believe I can provide valuable input if chosen to be on the Visit SLO CAL marketing committee and am excited about the possibilities.

Please see a brief resume and application for further information on my background, past and current endeavors as related to marketing and media planning.

Please feel free to contact me if you need additional information.

Thanks for your consideration,

A handwritten signature in black ink that reads 'Shari Clark'. The signature is fluid and cursive, with the first name 'Shari' being more prominent than the last name 'Clark'.

Shari Clark

BCA

sclark@barnettcox.com

(805) 788-4437 direct

(805) 748-5125 cell

Shari L. Clark

sclark@barnettcox.com

(805) 788-4437

(805) 748-5125

EDUCATION:

English

Humboldt State University 1980

EXPERIENCE:

Years of marketing experience: 20 years

Years of tourism marketing experience: 10 years

Barnett Cox & Associates, 2003-Present

Account Executive

Malcolm DeMille Inc., 2000-2003

Sales and Marketing Manager

Tortilla Flats Inc., 1986-2000

Advertising and Promotions Director/Business Manager

BIO

I have lived in SLO County for 30 years and am enthralled with the lifestyle and landscape. I have been involved in marketing and media planning for over 20 years and tourism marketing, in particular, is a true passion of mine.

Shari spent three years working on a successful international marketing plan for a golf-related business in Santa Maria, California. Shari currently heads up media planning and buying for Barnett, Cox & Associates.

My emphasis on research and analysis, plus a strong belief in integrated marketing has brought many clients strong success. My media planning knowledge and negotiating skills have also helped clients save considerable amounts of money on their media buys. I am proud of the 20 years of local, national and international advertising experience that I currently bring to my clientele.

Related Project Experience

Malcolm DeMille Inc., 2000-2003

Managed multifaceted media plans and annual marketing proposals on an international scale.

City of San Luis Obispo – Promotional Coordinating Committee, 2003-2008

Comprehensive media planning and buying for the City of San Luis Obispo.



VISIT SLO CAL

MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: Shari Clark

COMPANY: BCA

ADDRESS: 711 Tank Farm Road Suite 210

PHONE: (805) 788-4437 EMAIL: sclark@barnettcox.com

TOTAL YEARS IN TOURISM INDUSTRY: 10 years

TOURISM-RELATED MARKETING EXPERIENCE:

I have worked with several SLO County TBID's (City of Arroyo Grande, City of Morro Bay and City of San Luis Obispo) in the past ten years. I have serviced the accounts in a comprehensive manner fulfilling a myriad of needs. My current position as Account Executive for the City of SLO TBID entails handling marketing strategies, media planning, creative projects, budget management and comprehensive campaign components.

Employment History

CURRENT EMPLOYER: BCA YRS OF SERVICE: 14+

TITLE: Account Executive

PAST EMPLOYER: Malcolm DeMille, Inc YRS OF SERVICE: 3

TITLE: Marketing & Sales Manager

Community/Board Involvement

ORGANIZATION: SLO Chamber TITLE: Ambassador

DATES OF INVOLVEMENT: 2012

ORGANIZATION: Downtown SLO Activities TITLE: Committee Member

DATES OF INVOLVEMENT: 1997-1999

ORGANIZATION: Girl Scouts of America TITLE: Leader

DATES OF INVOLVEMENT: 1999 - 2006

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to Brendan@SLOCAL.com. For more information, contact Visit SLO CAL at (805) 541-8000.