



MINUTES

Visit SLO CAL Marketing Committee

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Meeting Minutes

Tuesday, July 11, 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, Molly Cano, Cheryl Cuming, Terrie Banish, Christen Goldie, Gordon Jackson, Lori Keller, Jennifer Little, Jennifer Porter, John Sorgenfrei

ABSENT: Jim Allen, Gordon Jackson, Heather Muran

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

Call to Order at 8:31 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENT

Porter announced that on July 21, the wine award winners for the Mid State Fair will be announced.

CONSENT AGENDA

3. Approval of June 13, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

**Motion carried: 9:0:2
Porter and Little abstained.**

BUSINESS ITEMS

4. Update on Board Action

The Board approved adjusting their meeting schedule to every other month beginning July 2017 and approved the FY 2017/18 Marketing Plan as presented.

The Board appointed new Executive Committee members as follows: Clint Pearce as Chair, John Arnold as Vice Chair, JP Patel as Secretary, Aaron Graves as Treasurer, and Jay Jamison will remain on as Past President.

Public Comment – None.

Committee Discussion – None.

5. Advertising & Marketing Update

Visit SLO CAL is developing an RFP and RFP schedule for bringing on a new, strategic media agency. Burnham noted there will likely be a special meeting on August 3, 2017 for finalist presentations.

Burnham gave an update about recent filming in the county, including a new DIY network show called Cabin Brothers, a spinoff of The Redwood Kings, and a major motion picture that will begin filming in SLO CAL in late July.

Wambolt noted that IPW leads went out on June 30, 2017. Wambolt has continued North Coast outreach in Cambria, San Simeon, Ragged Point and Morro Bay. Wambolt will be attending the July Tour and Travel Sales Mission in Los Angeles where he'll have appointments with four Chinese operators and four European receptives.

Burnham gave an update about several recent press hits including Brides, LA Times, Huffington Post and TravelWeek. Burnham noted several upcoming PR opportunities, including two UK media trips, a Forbes.com visit in the fall and group FAMS in October and February.

Visit SLO CAL is working with Chute to coordinate the implementation of the Chute Co-op with Morro Bay, Paso Wine Country Alliance and Pismo Beach. Burnham shared with the Committee that Visit SLO CAL has produced a second round of aerial footage with PMG, which included Paso Wine Country, Ragged Point, Lake Nacimiento, Lopez Lake and SLO Farmers Market, and incorporates cycling and golf.

Public Comment – None.

Committee Discussion – None

6. Marketing Committee Member Applications

Visit SLO CAL received five applications for open Marketing Committee seats. Burnham noted that one of the five seats must be held for Arroyo Grande, leaving four seats available.

Burnham noted that Stacie Jacob, Interim CEO of Paso Robles Destination, will be submitting her application to the Executive Committee for Board approval to take the place of Amanda Diefenderfer, who has resigned from the Committee.

Public Comment – None.

Committee Discussion – Keller asked if VSC has looked into doing a Sales Committee. Wambolt noted that meeting this has been discussed and will likely occur on a quarterly basis, but will not be a set committee. Keller also asked if there is an onboarding process for new members. Burnham noted that VSC will look into creating an orientation program.

ACTION: Moved by Cuming/Little to recommend the Board's approval of Audrey Arellano to the Marketing Committee.

Motion carried: 11:0

ACTION: Moved by Cano/Banish to recommend the Board's approval of Shari Clark to the Marketing Committee.

Motion carried: 11:0

ACTION: Moved by Cuming/Porter to recommend the Board's approval of Jill Tweedie to the Marketing Committee.

Motion carried: 11:0

ACTION: Moved by Sorgenfrei/Porter to recommend the Board's approval of Melissa Colon to the Marketing Committee.

Motion carried: 10:0:1

Cuming abstained.

7. Marketing Discussions

7a. Review and Discuss FY 2016/2017 Marketing Performance

Burnham reviewed the FY2016/17 Marketing Performance data from BCF, while Ted Rooke from BCF's Media Department answered questions via conference call. Burnham also reviewed learnings by month and by channel, detailing conversion rates (CVR) and cost per weighted conversions (CPWC). Video by month (for online video) showed that view completion rate peaked in February. VSC primarily ran 30-second video for the majority of the campaign, but switched them out for 15-second videos towards the end of the campaign. The 30-second adventure video performed best overall. Burnham detailed top theme CVRs by market and month.

Public Comment – None.

Committee Discussion – Akers asked if these videos were used in Youtube pre-roll. Rooke responded that they were not. Akers noted it would be useful to see how much of the budget we spent in each market and compare that to this information. Burnham noted that she would send the Executive Summary to the Marketing Committee. Sorgenfrei stated that the metrics reinforce the fact that LA and SF are SLO CAL's drive markets and noted that its encouraging to know that all of the markets with the highest CVR have direct flights.

7b. In-Market Engagement Discussion

As requested by the Executive Committee, Visit SLO CAL asked the Marketing Committee how they are engaging guests while in-market.

Public Comment – None.

Committee Discussion – Akers noted that Atascadero is looking at something to place in hotels. Keller noted that Martin Resorts offers "101 things to do," a rainy day plan and a hotel concierge they can use before they arrive. Martin Resorts does a quarterly FAM tour for frontline staff, including an Edna Valley Tour, an educational tour with Central Coast Aquarium and a walking tour of downtown Paso Robles. Keller noted you have to get the hotels to provide the incentive. Sorgenfrei noted that Pismo Beach has developed a video about the history of the destination and quarterly front desk "mixers" to educate and train frontline employees. Cuming suggested that in order to increase the visibility of an exceptional customer service member in the SLO CAL area, a new Tourism Exchange award should be created.

The Committee noted that customer service is a key component of the guest experience and an important factor in

turning a first-time guest into a repeat visitor. They also noted that local communications about the importance of tourism and of VSC efforts play a key role in in-market efforts. Burnham noted that local engagement and direct-to-consumer should be two key focuses of these efforts for the future.

7c. Public Relations Collaboration

Burnham noted that VSC has refined the job description for the Communications Manager position, and it will now be a Director Position. Burnham revisited the “Life of a Lead” document with the Committee and asked how to best use this procedure with partners and destinations.

Public Comment – None.

Committee Discussion – Keller noted that instead of distributing the lead to just one partner, it should be distributed to all partners, and whoever responds first and qualifies should receive the lead. Sorgenfrei suggested all media fill out a media form. Porter agreed and added that the media lead should be asked whether they’ve been hosted in the county within the last year and what stories they produced. The Committee agreed that setting a deadline for responses and not making the first response or most discounted offers the deciding factor. Instead, VSC should consider the needs of the journalist and make an effort to spread opportunities among destinations and partners.

7d. New Co-op Ideas

Burnham gave an update on SAVOR on the Road in Denver, stating that VSC will no longer be attending this event over the Labor Day holiday due to timing.

Public Comment – None.

Committee Discussion – Keller suggested that VSC should look into a virtual reality (VR) experience that the DMO’s can co-op with. Little mentioned that VSC should see if they could use the VR that Visit California produced.

7e. Discussion Recap

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:38 am.