



MINUTES

Visit SLO CAL Marketing Committee

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Meeting Minutes

Tuesday, August 8, 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, Shari Clark, Cheryl Cuming, Christen Goldie, Gordon Jackson, Heather Muran, Jennifer Porter

ABSENT: Jim Allen, Terrie Banish, Stacie Jacob, Lori Keller, Jennifer Little, John Sorgenfrei, Jill Tweedie

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

Burnham reminded the Marketing Committee to copy Records@slocal.com on any emails to VSC Board, Committee and team members.

CONSENT AGENDA

3. Approval of July 11, 2017 and August 3, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 7:0:1
Muran abstained

BUSINESS ITEMS

4. Update on Board Action

The Board reviewed the Marketing Committee's recommendations for new Marketing Committee members and approved Jill Tweedie, Shari Clark and Stacie Jacob (representing Paso Robles Destination). The Board asked the Marketing Committee to further vet one of their recommendations, Audrey Arellano. Burnham invited Audrey Arellano to speak in front of the Committee.

The Executive Committee approved the Marketing Committee's recommendation to pursue contract negotiations with Goodway Group as VSC's Media Agency.

Public Comment – Audrey Arellano presented in front of the Marketing Committee and detailed her marketing background and current role.

Committee Discussion – Cuming asked Arellano to speak more about the lodging aspect of her qualifications. Akers asked Arellano to speak about the visitor experience in the local lodging industry and how she will bring that to the Committee role.

The Committee discussed Arellano's application. Akers asked why the Board didn't originally approve the other two recommendations. Burnham stated that the Board did not want to set a precedent of having a sales manager on the Marketing Committee, that they wanted to make sure Arellano had the necessary marketing experience and that her current role is, in fact, marketing and not sales.

Action: Moved by Cuming/Porter to recommend that the Board approve Audrey Arellano to the Marketing Committee.

Motion carried: 8:0

5. Advertising & Marketing Update

Wambolt gave an update on his recent Travel Trade Sales Mission to Los Angeles on July 25-27, 2017 where he met with four Chinese Inbound Operators, as well as Eagle Rider, ATI, American Ring Travel and New World Travel. He distributed the notes from these meetings on August 1. Wambolt provided an update on upcoming travel dates. Wambolt mentioned that IPW will be in Denver May 19-23, 2018 and to contact him if anyone would like to take advantage of early bird pricing, which ends in November. Burnham noted VSC is looking at having other activations in the Denver area during IPW.

Wambolt noted that the Visit SLO CAL Packaging Party will take place on October 19, 2017 at Oyster Ridge. Roberts invited the Committee to the Fall Symposium on September 21, 2017 at the Embassy Suites, which will include speakers from Arrivalist, JBS Hotels and Host Compliance.

Burnham provided an update on Film SLO CAL, including the major motion picture filming in SLO CAL. KSBY interviewed Visit SLO CAL and ran a story on Film SLO CAL outlining the impact of the film industry. Kylee Corliss, Film Commission Liaison, will be attending the FLICS Board Meeting & Retreat on August 30-31, 2017. Film SLO CAL is also working on ways to help support the 2018 SLO International Film Festival and what that future partnership will look like.

Burnham gave an update about several recent press hits, including a story in the Toronto, Calgary, Edmonton and Ottawa Sun Newspapers, and Local Highway 1 stories on KSBY and the Tribune. July press visits included *The Daily Mom*, *Evening Standard*, *Travel Weekly*, *Budget Travel*, *Let's Dine Out*, *Sunset Magazine* and Freelancer Rob McGovern. Burnham outlined several upcoming PR opportunities, including individual media trips and a group FAM October 5-8. She noted that VSC has a new Black Diamond UK Media rep, Katarina, who will be visiting the area for an immersive FAM trip September 13-17, 2017. The Clymb/LeftLane Sports will be arriving in SLO Cal August 21-25, 2017 to begin the content creation phase of the partnership.

Carson provided an update on upcoming social media and blog posts.

Burnham reviewed metrics from the FY 2016/17 SEO report. Burnham noted that BCF is now primarily working on

creative and administrative projects including the FY2016/17 Annual Report, a deeper competitive analysis and a deeper persona analysis. VSC is currently in contract negotiations with Goodway Group and in the process of onboarding.

Burnham reviewed the most recent Arrivalist data, and noted this data shows that investment in Seattle and Denver have had an impact on travel to SLO CAL.

Public Comment – None.

Committee Discussion – Cuming reported out that Vacasa purchased a large vacation rental management company in Cayucos, and Jackson reported that Pismo Beach has been using Host Compliance for a year now.

Porter asked if there is a form that the potential film partners can complete to report their assets to Film SLO CAL. Burnham responded that we will work on putting that piece together. Cano asked if VSC will be attending Visit California's Media Bootcamp in Seattle, which Burnham confirmed. Cano also asked if we've seen an effect on the Seattle flight since there is currently no media being spent in any target markets. Burnham noted that there has been some softening with the Seattle flight numbers, but that it could be following the seasonal trend. Jackson asked if there is a co-op available to get cities broken out in Arrivalist. Burnham noted VSC has talked about it, but will take a closer look. Porter asked to be sent the slides with the Arrivalist data.

Cuming asked that the Marketing Committee to put SLO CAL in parentheses when referencing San Luis Obispo County, to help tie in the destinations to SLO CAL. Cano noted that the City of San Luis Obispo has integrated "In the heart of SLO CAL" into their brand, which will be going to their board for approval. Burnham also reminded the Marketing Committee when using SLO CAL to be sure that the brand name is in all caps.

6. Marketing Discussions

6a. Get to Know the New Media Team

Burnham introduced Tyler Williams, Account Manager, and Donovan Moore, Account Director, from Goodway Group.

Public Comment – Williams and Moore provided introductions and their industry background.

Committee Discussion – Cuming asked for better clarity about why Visit SLO CAL decided to look elsewhere for a Media Agency. Burnham noted the results of the previous campaign with BCF were effective, but that a partner that was more adept at digital strategy and optimization would make the program much more efficient going forward, which is especially important moving from a seasonal media plan to an annual media plan.

Jackson asked how Goodway and BCF will work together. Moore noted that best-practices will be tested and that they will perform A/B testing on the creative so that data backs up all decisions. Jackson asked if these dollars will strictly be going to domestic. Burnham stated that the spend will be for domestic, but that they could potentially look at international spends further down the road.

Jackson asked if the media will be geared towards awareness or bookings. Goodway said that they focus on the data that leans more towards bookings, but noted the importance of the awareness piece. Burnham added that, for Visit SLO CAL, it will always be a mix because SLO CAL is a new brand, and we need that awareness piece in order to drive bookings.

6b. Future Discussion Topics

Burnham asked the Committee members to submit their discussion topics before the next meeting and they will be put on future agendas.

Public Comment – None.

Committee Discussion – None.

6c. Discussion Recap

Public Comment – None.

Committee Discussion – None

ADJOURNMENT

Meeting adjourned at 10:38 am.