



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Strategic Marketing Committee Retreat

Meeting Minutes

Tuesday, March 13, 2018

8:30am

Avila Beach Golf Resort

6464 Ana Bay Drive, Avila Beach, CA 93424

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Terrie Banish, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Christen Goldie, Gordon Jackson, Jennifer Little, Heather Muran, Jennifer Porter, John Sorgenfrei, Danna Stroud, Jill Tweedie

ABSENT: Lori Keller

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

Call to Order at 8:41 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

CONSENT AGENDA

3. Approval of February 13, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion.

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

Motion carried: 10:0:3
Cano, Little, Allen abstained.
Banish and Brennan arrived after the motion.

4. Agency Presentations

Visit SLO CAL's agencies, BCF, Turner Public Relations and Goodway Group, presented industry trends and insights from VSC campaigns and initiatives.

Public Comment – None.

Committee Discussion.

5. Visit SLO CAL Update & Visit California Overview

Burnham reviewed Visit SLO CAL's personas, brand pillars, target markets, current initiatives, 2018 marketing priorities and current issues. Burnham also reviewed Visit California's marketing funnel, current and ongoing initiatives.

Public Comment – None

Committee Discussion.

6. Discussion: Funnel & Alignment

Burnham reviewed collective answers from the Marketing Committee Questionnaire and discussed areas of alignment, barriers, ways to emulate VCA initiatives and reviewed VSC's brand ambassador program.

Public Comment – None.

Committee Discussion.

7. Discussion: Reducing Duplication

Burnham reviewed co-op marketing opportunities, asset development initiatives and ways in which VSC and partner DMOs can reduce duplication and take part in future VSC initiatives.

Public Comment – None.

Committee Discussion.

8. Recap & Review Action Steps

Burnham recapped key takeaways and set next steps.

Public Comment – None.

Committee Discussion.

Adjournment

Meeting adjourned at 2:32 pm.