



Minutes

Visit San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Meeting Minutes

Thursday, February 25, 2016

8:30am

Sands Inn & Suites

1930 Monterey St, San Luis Obispo, CA 93401

1. **CALL TO ORDER:** Chuck Davison

PRESENT: Ashlee Akers, Molly Cano, Cheryl Cuming, Christen Goldie, Brent Haugen, Heather Muran, John Sorgenfrei

ABSENT: Jim Allen, Terrie Banish, Judith Bean, Amanda Diefenderfer, Gordon Jackson, Lori Keller, Jennifer Porter

STAFF PRESENT: Chuck Davison, Becky Singh, Brendan Pringle

Call to Order at 8:35am.

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

None.

BUSINESS ITEMS

3. **Marketing Agency RFP Proposal Review**

Singh discussed the highlights of all the proposals that VSLOC received.

Committee Discussion – After discussing each of the proposals, Davison requested that the Committee provide their top choices. Sorgenfrei recommended Asterix, BCF and Mindgruve. Cuming recommended M&C Saatchi, Belmont, BCF and Mindgruve. Cano, Akers, and Muran recommended Asterix, M&C Saatchi, BCF and Mindgruve. Goldie recommended Asterix, BCF, M&C Saatchi and Mindgruve. Haugen recommended Asterix, Atkins, M&C Saatchi and Mindgruve.

The Marketing Committee recommended that the following agencies be invited to give Oral Presentations on March 8, 2016: M&C Saatchi, BCF, Mindgruve, Asterix, and Belmont.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 9:55am.