



Minutes

Visit San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Meeting Minutes

Tuesday, October 11, 2016

8:30am

Sands Inn & Suites

1930 Monterey St, San Luis Obispo, CA 93401

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

PRESENT: Terrie Banish, Molly Cano, Cheryl Cuming, Amanda Diefenderfer, Christen Goldie, Gordon Jackson, Lori Keller, Heather Muran, Jennifer Porter, John Sorgenfrei

ABSENT: Ashlee Akers, Jim Allen, Jennifer Little

STAFF PRESENT: Chuck Davison, Michael Wambolt, Brendan Pringle, Helen Pratt, Pam Roberts, Jordan Carson

Call to Order at 8:32 am.

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

None.

ANNOUNCEMENTS

Porter announced that this weekend is Harvest Wine Weekend.

VSLOC played the latest Adventure Cow video, featuring Adventure Cow in Pismo Beach.

VSLOC will start providing a one-page follow-up handout to Committee members with info on opportunities, action items and deadlines discussed at meetings the same day of the meeting.

CONSENT AGENDA

3. **Approval of September 13, 2016 Marketing Committee Meeting Minutes**

Committee Discussion – None.

Public Comment – None.

ACTION: Moved by Banish/Diefenderfer to approve the Consent Agenda as presented.

Motion carried: 7:0
Cuming, Keller, and Muran were not present to vote.

CEO REPORT

4. CEO Report

Kylee Jepsen attended Visit California (VCA)'s Los Angeles Media Workshop and VCA's Crisis Communications Workshop. The key takeaways were listed.

The Industry Educational Symposium had over 70 attendees. Video recordings are now available on the members portion of the website.

The last phase of operational planning will commence on October 21, 2016. The Operational Plan will be presented at the November Board meeting.

The December Marketing Committee meeting has been canceled.

Davison gave a brief overview of his travel schedule. He will be meeting with United Airlines at their headquarters on December 1-2, 2016 to discuss future air service development.

Committee Discussion – None.

Public Comment – None.

BUSINESS ITEMS

5. Update on Board Action

VSLOC's FY15/16 Annual Report was approved by the Board and copies have been sent to all the individual communities.

The recommendations made by the Marketing Committee on general event sponsorship criteria were approved by the Board. The Board also approved VSLOC allocating up to \$50K for AMGEN sponsorship, to be split between the start and finish, granted that AEG provides the appropriate coverage to VSLOC to justify the cost.

In regards to air service development, the Board approved participating in a shared cost program for a Dallas/Denver flight economic impact study and discussed setting aside \$100K+ into an MRG depending on the results of the study.

The Board approved advocating in favor of Measure J.

IWSC Group is looking to buy SAVOR the Central Coast. The Board approved entering into proposal discussions with IWSC Group for the sale of the local event.

The Board canceled its December meeting.

Committee Discussion – Cuming asked about the start and finish cities for AMGEN. Davison stated that this has not yet been finalized, but that Pismo Beach and Morro Bay have been proposed. Sorgenfrei asked if IWSC would want to keep SAVOR the Central Coast as a local event. Davison confirmed they want to keep the event local. Muran asked if they would be obligated to do this. Davison responded that the Board would need to consider this during negotiations. Cano asked if the MRG for new air service would be in place of the grant. Davison explained that the MRG would be an interim funding model before the airport gets access to another grant opportunity at the end of 2018. Cano asked if there would be opportunity for local businesses to also back the initiative. Davison responded that there would be an opportunity for local businesses and TBIDs to contribute to an MRG once established.

Public Comment – None.

6. SAVOR on the Road Update

SAVOR on the Road is in production development for the San Diego Bay Wine and Food Festival.

VSLOC has tentatively finalized the agreement with Seattle Wine and Food Experience for its Grand Tasting on February 26, 2017. PRWCA will be providing 6-8 wineries, and VSLOC is looking for other winery, brewery, distillery and food partners. VSLOC is looking to add additional tasting events during the week prior to the event.

VSLOC is sourcing out additional event opportunities, but noted it would not participate in Scottsdale's event, as Pismo Beach already participates in this and wishes to own this space.

Davison noted that VSLOC will schedule a retreat that will include Committee members and their respective marketing agencies to plan how to best work together on similar opportunities. This will likely be in February 2017.

Committee Discussion – Porter commented that the alcoholic beverage partners looking to attend the Seattle Wine and Food Experience must have distribution in the state. Cano asked why VSLOC cannot participate in the Scottsdale event. Davison responded that Pismo Beach started in this area and they had asked VSLOC to respect their ownership of the event. VSLOC took the approach of not duplicating efforts, so it agreed to not attend the Scottsdale event. Cano asked how we balance what has been existing with DMOs, as this might set a precedent. Davison responded that in some cases VSLOC may participate in events that will complement what the cities are already doing, rather than owning the events such as San Diego and Seattle. VSLOC will work with the individual cities to figure out how to best partner with one another.

Public Comment – None.

7. BCF

A. Visit San Luis Obispo County Brand

Greg Ward and Keith Ireland (BCF) presented the new Visit San Luis Obispo County brand options. The positioning for the new brand will focus on the SLO lifestyle. BCF detailed the target markets and target personas and showed their creative concepts to demonstrate the SLO lifestyle positioning.

Committee Discussion – Jackson asked who conducts the research for cost-per-market-view, etc. Davison responded that the data is pulled from Google Analytics. Muran announced that her association is getting ready to rebrand as "SLO Coast Wine Country." BCF explained that SLO County is on the Central Coast, and the "coast" is more about the lifestyle than the beaches. Porter said her concern was around Muran's announcement of her rebrand, saying that SLO Coast AVA doesn't represent the majority of the wine industry in the county. Cuming's concern was that "SLO" is used internally in the county and that it might not translate for people who are not familiar with the county. Davison stated that the research reflects that the message conveyed made sense to the participants of the survey. Cano noted that "San Luis Obispo County, CA" shown on the mark below the brand name made sense, and asked where the survey participants were located. Davison acknowledged that this data point was missing, but that it was a national survey. In response to Porter's question about how participants were selected, Davison explained that the requirements were that they had traveled within the past year and that they meet specific demographic criteria. Sorgenfrei noted that both the coast and the wine are crucial to the county, and that it is important for everyone on the Committee to understand this. Cuming asked if there had been discussion on a tagline, to which BCF responded that "life is too beautiful to rush" is the tagline. Davison noted that besides the two brand options, there is a third option and that is to go back to the drawing board. Davison explained that he was looking for feedback on whether the brand options presented were the best long-term options. Davison stated that the goal is to create a unified brand. Davison asked the Committee if they would be willing to forgo the planned 10 days of media coverage in November to provide BCF time to solve for the Committee's concerns around the brands presented. Cuming, Diefenderfer, Banish, Goldie, Cano and Keller voted in support of

forgoing the media coverage while BCF reworks the brand. Jackson, Muran and Sorgenfrei voted against forgoing the media coverage. Porter abstained. Davison asked the Committee if they were in support of the positioning drafted by BCF, with the mark removed.

Public Comment – None.

ACTION: Moved by Cuming/Keller to support the positioning as drafted by BCF, without the brand mark.

Motion carried: 10:0

B. Strategic Marketing Partnership Opportunities

The media strategy includes marketing partnership opportunities, of which BCF provided several examples. These partnerships would deliver custom-created content and guaranteed views.

Committee Discussion – None.

Public Comment – None.

C. FY2016-18 Marketing Plan

Davison noted that the draft Marketing Plan was sent electronically to the Marketing Committee prior to the meeting. Davison asked if there was any feedback on the Marketing Plan conceptually, and requested approval of the Marketing Plan.

Committee Discussion – None.

Public Comment – None.

ACTION: Moved by Jackson/Diefenderfer to approve the Marketing Plan.

Motion carried: 10:0

ADJOURNMENT

Meeting adjourned at 10:46 am.

REMINDERS

WebDAM: If you have not been able to access your WebDAM account, please reach out to us immediately to get trained and to receive login credentials.

Holiday Content Due Friday, October 21, 2016: Visit San Luis Obispo County is now looking for content for the upcoming holiday season. Please submit all content to VSLOC Marketing Coordinator Jordan Carson at Jordan@VisitSanLuisObispoCounty.com.