



MINUTES

Visit SLO CAL Marketing Committee Special Meeting

**Visit SLO CAL Marketing Committee
Special Meeting Minutes**
Thursday, August 3, 2017
8:30am
Courtyard by Marriott
1605 Calle Joaquin, San Luis Obispo, CA 93401

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Molly Cano, Shari Clark, Cheryl Cuming, Gordon Jackson, Lori Keller, Jennifer Little, Heather Muran, Jen Porter, John Sorgenfrei, Jill Tweedie, Stacie Jacob

ABSENT: Jim Allen, Terrie Banish, Christen Goldie

STAFF PRESENT Chuck Davison, Brooke Burnham, Brendan Pringle, Jordan Carson

Call to Order at 8:40 am.

2. Public Comment (On Non-Agenda Items)

None.

BUSINESS ITEMS

3. Media Agency Oral Presentations

The Marketing Committee heard oral presentations from Goodway Group, Orange 142 and Miles Media.

Public Comment - None.

Committee Discussion – Muran and Clark both agreed that Orange 142 seemed very direct. Cuming thought Goodway Group could bring something to the table that's above what we understand and that their knowledge could be very valuable. Jacob noted that both Orange 142 and Miles are well-versed in the tourism space, which is beneficial. Akers thought that Goodway's philosophies would align well with Visit SLO CAL. Sorgenfrei liked Orange 142's co-op ideas, but thought Miles was likely more well-versed in co-op opportunities, especially with Brand USA and Visit California. Sorgenfrei noted VSC can always still utilize Miles for the co-op space if VSC does not choose them as its media agency. Keller stated that Miles and Goodway's plans could be similar, but Miles pulls ahead with its ability to put together co-ops. Little noted that while Goodway is the largest company, they still feel small and connected to the account. The Committee agreed that Goodway's presentation didn't seem SLO CAL-specific, while Orange 142 and Miles were more geared towards the county, but felt that they do have knowledge of other industries and sectors, which could be beneficial. Burnham stated that Goodway rises to the top with increased efficiencies in running campaigns year-round. Davison noted that VSC is looking for an agency that is going to force us to think differently.

ACTION: Moved by Cano/Muran to recommend that the Executive Committee and Board approve Goodway Group.

Motion carried: 11:0:1
Jackson left before vote.

ADJOURNMENT

Meeting adjourned at 12:00 pm.