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Meeting Notes

Marketing Committee Meeting
Thursday October 19, 2017 | 1:00 – 2:30 PM
MCCVB Conference Room | 787 Munras Avenue, Suite 110, Monterey, CA

Present:	Staff:	Public:	Absent:
Mimi Hahn	Allyson Ryan	Harish Joshi	Barry Toepke
Diane Mandeville	April Locke	Gayle Paul	Bethany Bachman
Katie Denbo	Emily Summers		Jackie Olsen
Randy Tunnell	Jaclyn Aiello		James Velarde
Rick Aldinger	Rob O'Keefe		Kim Stemler
	Robert Row		
	Tammy Blount		

CALL TO ORDER: Mimi Hahn called the meeting to order at 1:01 PM.

PUBLIC COMMENT: Two members of the community who assist with the Christmas in the Adobes event attended the meeting. They requested that the MCCVB help promote the upcoming event. They also noted that the Custom House in Downtown Monterey is now open every day.

MEMBER AND STAFF ANNOUNCEMENTS:
Mimi Hahn welcomed everyone and thanked all committee members in attendance. She then asked for introductions around the room because there was general public in attendance.

Rob O'Keefe introduced new MCCVB team members and acknowledged the MCCVB's efforts during the Northern California fires, which included an increase of on-duty staff in the Visitor Center and socializing informational content geared towards displaced residents and tourists. The MCCVB has been doing all it can to assist members and has been in touch with multiple hotel partners.

CONSENT AGENDA:

A. Minutes of June 8, 2017 Marketing Committee Meeting
   Motion to approve consent agenda was declined due to lack of a quorum.

REGULAR AGENDA
OLD BUSINESS

A. Task Force
   April Locke reviewed the purpose of the Social/Digital Task Force and then went on to discuss past meeting topics which included MCCVB social and digital marketing programs and exploring existing and new goals, metrics and KPIs; as brought up at the previous committee meeting, the significant growth in offsite (outbound) referrals was again touched upon. Allyson Ryan then discussed the difference between a paid and earned influencer. Discussion ensued.

   April reviewed the recommendations to the Board that were a result of the October Task Force meeting. She also discussed next steps, which include providing a recommendation to the Board during November's meeting.

B. Pfeiffer Canyon Bridge Opening
   Rob briefly discussed the events of the ribbon cutting ceremony that accompanied the Pfeiffer Canyon Bridge opening. He explained that it was a community event filled with business owners, live music, a food truck and as well as a procession of firetrucks, personnel and the local mail truck across the bridge. The event was symbolic of the resilient culture of Big Sur and

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was covered, due to MCCVB PR efforts, by reputable media outlets including Lonely Planet, Vogue, Forbes and NY Times.

NEW BUSINESS

A. Winter Marketing Promotions

April explained that the purpose of the upcoming Winter Campaign is to leverage targeted content, supported by paid media, and aligned with related earned media to promote visitation to Monterey County during the off-season winter months and beyond. Discussion ensued.

Allyson reviewed the 'Book Now, Book Direct' promotion that will be fast-tracked in order to help increase and promote booking in advance for a discounted rate or other incentives offered by members. Tactics for the promotion include creating a landing page featuring hotel and attraction deals for visitors booking in advance, which will then be linked back directly to the member's website so that users can book direct. Discussion ensued.

B. Audience Segmentation

Robert Row introduced the new segmentation tool, Terminal Mosaics 2017, which the MCCVB will now be using to provide more extensive and in-depth research into understanding its database. Robert explained the difference between the formerly used Nielsen PRIZM Segments 2014, in that Terminal includes new consumers that have been added to the database and uses Experian data, providing more behavioral data on consumers and includes geo targeting by segment. Robert then gave a review of findings and explained the new segments and how they compare to the PRIZM segments.

C. Research Update

The MCCVB measures the effects of its marketing campaigns based upon a measure of prospective travels' "intent to visit" Monterey County. This score is achieved by asking visitors how likely they are to visit Monterey County along with a variety of other areas. Robert explained that by asking these questions and modifying how this data is collected, we can now compare intent to visit with other areas and avoid any outside factors that may skew the results, such as weather or natural disasters.

D. MCCVB Upcoming Initiatives

April discussed how benchmarking for earned engagements as a new goal will be conducted this year as a result of the new social measurement tool, Rival IQ. This new platform enables the Marketing Communications team to follow and track owned and earned media posts and mentions on social media channels. By doing this the team can more easily account for multiple results such as total engagements and monthly average engagements as well as compare to comp markets.

Emily introduced the upcoming (Visit California) California Star Program as a training platform for travel planners and is used by over 25,000 travel agents and tour operators. This program will feature interactive content and video, links to social and a certification program. The Monterey County site will highlight eight training topics which include Sustainable Moments, Wine Country, Coastal Adventures, Jurisdictions, Culinary, Scenic Drives, Top Attractions and Events, and Getting Here and Staying Here (Airports/Lodging). Emily then went on to mention the Canada Media Mission which was hosted by Visit California on October 15th through the 20th. Over the span of 5 days, over 140 media outlets showcased Monterey County.

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April provided the Communications Update with a list of upcoming FAMs in late October and future months including Swedish Journalists and the Daily Meal.

New and continued initiatives for the Monterey Conference Center and group sales include new SF Travel banner ads, a direct mail campaign running October through December and new and improved content on Meet In Monterey owned channels: blog, social posts and eBlasts. Emily also mentioned that there will be upcoming industry influencers such as paid bloggers and advertorial in industry publications and websites.

GOOD OF THE ORDER:

Diane Mandeville suggested that the MCCVB should better understand the background and interests of journalists coming into the destination and which assets are most appropriate to recommend in order to ensure the correct assets are being provided to the appropriate people. Discussion ensued.

Mimi noted that Carmel-by-the-Sea is removing the use of plastic straws. Now might be a great time to work on consistent messaging throughout the community to mirror the Sustainable Moments program in relation to plastic use in Monterey County.

A member of the public in attendance brought up the subject of signage around the community that features other languages. Mimi then added that although new signs in other languages in the downtown Monterey area are being discussed, putting up signs in other languages does not make the destination more welcoming. If and when signs are put up, they will be in the advice of experts on the subject matter. Discussion ensued.

ADJOURN: Mimi Hahn adjourned the meeting at 11:51 a.m.

Next Committee Meeting:
Thursday, January 11th, 2018
10:30 – 12:00pm
MCCVB Conference Room