



Minutes

Visit San Luis Obispo Marketing Committee

Visit San Luis Obispo County Marketing Committee Meeting Minutes

Tuesday, January 19, 2016

8:30am

Embassy Suites

333 Madonna Rd, San Luis Obispo, CA 93405

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

PRESENT: Ashlee Akers, Terrie Banish, Cheryl Cuming, Amanda Diefenderfer, Brent Haugen, Lori Keller, Heather Muran, Jennifer Porter

STAFF PRESENT: Chuck Davison, Brendan Pringle, Becky Singh

Call to Order at 8:33am.

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

None.

BUSINESS ITEMS

3. **Research Agency Oral Presentations**

Merrill Research and King Brown Partners gave oral presentations of their research project proposals.

Committee Discussion – Porter, who noted that she contracted with Merrill in the past for Paso Robles Wine Country Alliance, shared her experience with Merrill Research, and said that while their presentation was not as flashy, Merrill's research was strong, and Pat Merrill is easy to work with. She noted that King Brown is probably a higher risk (since they are untested for this County), but they might offer a higher reward. Haugen noted that King Brown didn't offer many examples of similar work they had completed, while Merrill offered specific examples. He also noted that King Brown glossed over how they will bring data to the individual communities. Porter also added that King Brown's strength is in their presentation. Keller noted that King Brown would likely give more actionable data and that they have a true understanding of the organization's goal. Davison said that Diefenderfer, who had to leave for another meeting, scored Merrill higher than King Brown. Singh asked Porter if the results from Merrill were clear enough that she could move forward with strategy. Porter responded that the first draft of the survey results was near perfect, and were clear enough to proceed.

The Marketing Committee voted 6-1 to recommend Merrill Research. Keller voted to recommend King Brown Partners.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 11:46am.