



# Minutes

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## Visit San Luis Obispo County Marketing Committee

### Visit San Luis Obispo County Marketing Committee Meeting Minutes

Tuesday, November 8, 2016

8:30am

Courtyard by Marriott, San Luis Obispo  
1605 Calle Joaquin, San Luis Obispo, CA 93405

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

**PRESENT:** Terrie Banish, Molly Cano, Cheryl Cuming, Ashlee Akers, Christen Goldie, Gordon Jackson, Lori Keller, Heather Muran, Jennifer Porter, Jennifer Little, Jim Allen

**ABSENT:** Amanda Diefenderfer, John Sorgenfrei

**STAFF PRESENT:** Chuck Davison, Brendan Pringle, Helen Pratt, Jordan Carson

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**Call to Order at 8:31 am.**

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

None.

#### **ANNOUNCEMENTS**

Muran announced that SLO Wine Association just completed their Harvest on the Coast event and had significantly more attendees than the previous year.

Banish announced that the Charles Paddock Zoo just opened a new Madagascar exhibit.

Little noted that Morro Bay had a press conference last week announcing their participation in AMGEN.

#### **CONSENT AGENDA**

#### 3. **Approval of October 11, 2016 Marketing Committee Meeting Minutes**

Committee Discussion – None.

Public Comment – None.

**ACTION:** Moved by Cano/Cuming to approve the Consent Agenda as presented.

**Motion carried: 11:0**

#### **CEO REPORT**

#### **4. CEO Report**

Davison gave a brief overview of the County's TOT numbers.

Davison noted that WebDAM is not seeing much use, and announced that if usage doesn't increase soon, VSLOC will no longer pay for this service.

Global Ready China Training will be held on December 7, 2016, from 8:30-11:30am, at the Courtyard by Marriott in SLO. There will be a DMO luncheon following the event with Visit California (VCA) and China Ready trainers. VCA is gearing the training toward properties of all sizes (large and small).

VSLOC has secured Wines Fly Free for SLO County, which is expected to be available when the Seattle flight launches in April. VSLOC is working with SLO County Airport and Sixel Consulting Group on the facilitation of an Economic Impact Study on future air service routes (Denver & Dallas). SLO County Airport will cover the associated costs. VSLOC, SLO County Airport and Sixel Consulting will head to Chicago to meet with United Airlines on December 2nd to discuss future air service routes.

Davison recapitulated the last VCA Brand Content Committee meeting. He reminded the Committee to use the content submission tool on VCA's industry site. VCA's new California Restaurant Month Recipe Book references SLO County. The electronic version will be sent to the Committee.

Davison discussed California Proposition 64, and noted potential issues that will impact the tourism industry if the proposition passes. VCA will work with Cal Travel to develop a one sheet of best practices for distribution to DMOs and constituents.

VSLOC Marketing Coordinator, Jordan Carson, attended the eTourism Summit in San Francisco on October 19-21, 2016, and provided key takeaways. VSLOC Operations Manager, Brendan Pringle, attended the 28<sup>th</sup> Annual Southern California Visitor Industry Outlook Conference and provided key takeaways. The CBRE forecast was emailed to lodging constituents and included in This Week in SLO County.

VSLOC completed the final Operational Planning Trade-Off with Corragio on October 21, 2016. The Board will review the Operational Plan, staff recommendations and associated costs at the November Board meeting.

Davison provided an overview of his upcoming travel.

Committee Discussion – Cano noted that the TOT numbers were missing one property, as one hotel had not yet reported. Keller requested details on the Wines Fly Free program. Davison responded that logistics are currently being discussed.

Public Comment – None.

#### **BUSINESS ITEMS**

##### **5. Update on Board Action**

The Board approved VSLOC's FY2015/16 audit.

The Board approved VSLOC's FY2016/18 marketing plan and positioning. Davison noted that VSLOC will have a printed version to Marketing Committee members once the brand is finalized. The Board recommended sending the brand back to BCF for more creative development and research.

Committee Discussion.

Public Comment – None.

## **6. AMGEN Update**

The contract for AMGEN has been finalized, with a stage start in Pismo Beach and stage finish in Morro Bay. VSLOC will provide \$50,000 sponsorship to be split between the start and finish. The sponsorship will include domestic and international television exposure via NBC Sports. Additional details are forthcoming.

Committee Discussion.

Public Comment – None.

## **7. Restaurant Month Update**

Carson noted that the deadline to register for Restaurant Month is November 11, 2016. Davison asked for assistance from members in reaching out to restaurants in their areas for additional sign-ups

Committee Discussion.

Public Comment – None.

## **8. Marketing Agency Update**

### **a. Branding**

Davison gave an overview of the brand concept testing and results. The testing included 700 participants, half of which reside in the continental United States outside of California. The SLO CAL brand with the creative tested in the 70<sup>th</sup> percentile across all fronts.

VSLOC's attorney reached out to the owner of the SLOCAL.com URL, merchandising trademark and merchandise to purchase these items. The owner is asking for \$20,000. The Board will review at the November Board meeting.

Committee Discussion – Keller reminded the Committee that the brand mark is less important than the emotional connection that is made with the creative. She asked the Committee to focus on the state of mind it can create, rather than associating it with a specific location.

Davison asked the Committee to vote on the recommendation to the Board. Based on the research results, the Marketing Committee voted 8 to 2 to recommend to the Board the approval of the brand mark. Little and Jackson opposed. Porter was absent for the vote.

Public Comment – None.

### **b. Media**

Davison gave an overview of the recommended Media Plan. He detailed the recommended media advertising spend by market, and showed the flight path from January through May, 2017.

VSLOC will position itself in a supportive role with regards to search strategy and tactics, so it will focus on non-branded terms. Davison discussed search account parameters and the search account hierarchy at a high level. Davison presented co-op opportunities, and timelines for participation will be forthcoming upon Brand approval.

The contracting process has been completed with Simpleview for the new website build, but VSLOC will wait to finalize the contract until the VP of Marketing has been hired.

Committee Discussion.

Public Comment – None.

**ADJOURNMENT**

Meeting adjourned at 10:35 am.

**REMINDERS**

The next Advisory Committee meeting will be held on December 8, 2016, from 3:00-5:00pm, at the Embassy Suites in SLO. Davison requested all Marketing Committee members attend.