614 S Broadway · Santa Maria, CA · 93454
Telephone: 805.925.2403
www.santamaria.com

Santa Maria Tourism Marketing District (SMTMD)

Advisory Committee Minutes

January 11, 2017

3:00 p.m.

Advisory Committee: Jean-Luc Garon, Ryan Swack, JP Patel, Susan Garcia
Absent: Jerry Patel (excused)
City Staff: Jason Stilwell
Chamber|Staff: Chris Slaughter, Glenn Morris, Jenn Harrison, Terri Prouty, Cheryl Cuming
Guests:
KPS3 (by phone): Rob Gaedtke, Rachel Curran, Laura Partridge

Call to Order by Chair Jean-Luc Garon at 3:03 p.m.

Public Comment None

Consent Calendar: Minutes and Financial Report
Glenn noted that we are missing 1 deposit so January will adjust, with forecast at $769,000 for 18 months. JP asked if Q1 is soft, can we adjust, and Glenn confirmed. Minutes and financials were accepted by the committee.
Motion: JP and 2nd Ryan. Motion carried.

Discussion
Group|Tour Operators: Glenn confirmed our focus on FIT and reviewed 5 potential segments. JP noted that current resources of available space for larger meetings is limited. Glenn asked if AC wants to target tour operators and if they have an interest in event opportunities. Susan noted we need a presence at IPW and other shows, and noted importance of bus business that we could capture from more expensive beach hotel properties. JP prefers to focus on a long-lead plan (3 years minimum), and noted challenge is rate integrity. Jean-Luc is currently booking 2018/19 and the business he captures is dependent on rate versus experiential group. JP suggested creating an itinerary tool with DVD, including distance from key locations. Glenn noted that we need to agree on our key target.
Glenn notes that other potential opportunity is events, and JP shared example of how Atascadero has grown through an aggressive event strategy. Glenn asked is role of CVB/TMD is to support events financially, or should we focus on allocating dollars towards

producing events? JP stated we are not event promoters, and we should not look to 'own' an event, however, we should work with others to attract new events. Chris suggested we focus on growing current events to draw more out-of-area visitors, and Glenn agrees that funding criteria would need to be created. Jason suggests that we should consider theme/niche event opportunities, and JP agrees we need a structured process with clear criteria.

Rob reviewed analytics report and shared highlights.

Current Items

- Media: Laura reviewed media plan, including objectives, targeting, plan and potential areas of opportunity. Three media opportunities were reviewed, including Tour & Tasting, Vintages and Matador for a total investment of $38,476. Motion to support JP and Jean-Luc 2nd. During discussion Jean-Luc recommended that if Q1 doesn't perform, we reassess media plan. Motion carries.

  Rachel reviewed August through December PR highlights.

Updates

- Chairman's Report: none.
- VCB/TMD Report: Jenn provided a VCB report and noted that she attended the CalSAE conference, and Susan asked about leads and her interest in receiving. Jenn also reviewed hosted journalist activity, and has stepped up relations with the Wine Association. Cheryl reminded constituents about tools/assets available through the Industry section of the website.

Committee Member Reports: Glenn announced the formation of a Young Professionals Group.

Good of the Order: Jason noted that monument sign development will be complete in Spring 2017.

Future Agenda Items:

- Collateral strategy, Influence survey outcomes and trade show leads discussion.

Adjourn by Jean-Luc at 4:46pm

Next meeting: Wednesday, March 8, 2017