

Santa Maria Valley Tourism Marketing District (SMV TMD)

Advisory Committee Minutes

January 28, 2020

3:00 p.m. (Santa Maria Inn)

DRAFT UNTIL APPROVED

Advisory Committee: Ryan Swack, Jerry Patel, Jean-luc Garon, Cherag Patel, JP Patel

City Staff: Jason Stilwell

Chamber|Staff: Emily Kitts, Glenn Morris, Jenn Harrison, Yarely Corona, Cheryl Cuming

Guests: Seth Foster, Nilesh Patel

KPS3 | Team: Rob and Andy

Call to Order by Chair Ryan Swack at 3:03 p.m.

Public Comment None

Consent Calendar: Minutes and Financial Report

Motion to approve the minutes: Jean-luc and 2nd Cherag. Motion carries.

Glenn reviewed the newly included P&L. Motion to approve the financials: Jean-luc and 2nd JP. Motion carries.

Presentation: None

Business Items – Discussion & Action:

Future Strategic Planning:

Cheryl reminded the AC that the Strategic Planning session will be held on February 20 from 8am – 12pm at the Coast Hill office. Attendance was confirmed with AC members and lodging, and Cheryl reviewed the partner participants. Emily asked about including the Orcutt community in the renewed district and Glenn spoke to possibility of boundary expansion. JP noted that challenge of including City and County jurisdictions and the differences in collection process.

New flights: Glenn announced new flights have been confirmed to/from LAX, SFO and DIA. (Note: flights were scheduled to start in June and have been delayed to October due to COVID-19).

AC member expansion:

Cheryl reviewed current Operating Guidelines and confirmed that the AC can consider expanding the size of the Advisory Committee from 5 to 7 members. JP explained why expanding the size would be beneficial. Seth shared Stephen Yang's interest in participating at a deeper level, and Cherag expressed his interest in getting more involved. Glenn noted that adding voices as formal voting members is within the purview of the AC and with or without new members, we always want to offer a platform for input. Jean-luc is fine with expanding to 7. Ryan asked if anyone had an issue and no one expressed any concerns. JP suggested we create formal by-laws including terms, attendance policies and process details. Jean-luc and JP agreed to assist Glenn with formulating the by-laws.

Motion to expand AC from 5 to 7 members: Ryan and 2nd Cherag. Motion carries.

Information Items

KPS3 Report:

Rob reviewed the info added to the website and messaging based on the announcement of the new flights. KPS3 will prepare a proposed 20 | 21 airport plan that outlines how these new flights will be supported with existing and new marketing dollars. Ryan agrees that Denver could provide a new opportunity and JP suggested we review what SLO CAL has done in SLO County as new flights have launched there.

Cheryl and KPS3 reviewed the proposed SB Vintner's Festival media plan (\$10,000 investment) noting we will focus on an out-of-area digital plan, improved web content, and an email focus to ticket holders to promote STAY in SMV. Rob confirmed that lodging package commitments are needed. Cheryl noted importance of the AC maintaining control of the marketing funding and that this could be a model for future sponsorships.

Rob reviewed plans to shift additional digital marketing to Fresno and Bakersfield with 40% in LA, 30% in Bakersfield and 30% in Fresno & Visalia.

Andy share the December analytics details noting that there were 577 hotel referrals, and that SEO & paid efforts showed an 80% increase in sessions Y|Y. BBQ and wine content continue to perform well.

New developments included: mobile optimization, recipe content additions, A/B testing around "stay with us" CTA, website heat mapping, developing 30-mile video for Arts & Culture, focus on personalization/localization and a new weather page.

Updates:

VCB/TMD Report: Jenn confirmed that SMV was up for a VisitCA Poppy Award. The Pole Banners are printed and will be installed within the next 2-3 weeks. Great support from VisitCA around our restaurant month efforts.

Jenn reviewed specifics as our event strategy evolves, including connecting with Samantha Pruitt to bring larger athletic events to SMV. The AC supports pursuing these types of events. JP asked Jason about pursuing more Club Sports opportunities and Jason confirmed that this City is hoping to address the shortage of facilities with the new soccer fields. Jean-luc noted that folks need to work with the City and the process needs to be simplified. Cherag asked if we can allocate fields differently in the future and Jason provided additional details on what has been explored. Glenn noted the importance of lodging owners voicing the need for advocacy at future City Council meetings as the General Plan evolves.

Jenn asked lodging about their confirmed inventory for the weekend of West Coast Kustoms. Seth noted a decline since 2019. Jean-luc said ½ is already committed and he is not concerned. Ryan noted that there were weather issues on Sunday in 2019 and noted that in 2020 he is sold out as the host hotel. Glenn suggested we ask about new attendance.

Jenn confirmed that all properties had received the new Visitor Guide.

Committee Member Reports: Ryan noted his interest in the City of SLO "Rainy Day promotion" whereby a \$100 certificate is provided for a person who visits for 2-consecutive nights in the January – March slow season. Jason noted that it appears to integrate well at the property level and Glenn agreed that it would be a possible packaging opportunity for 2020 | 2021.

Good of the Order:**Future Agenda Items:**

-
- CA Consumer Privacy Act
- 20 | 21 Marketing Strategy
- Airport Plan
- AC nomination and ballot outcomes for 2 new AC members
- Strategic Planning recap from Coraggio Group
- Educational funding and staff training
- Citywide Event focus

Adjourn at 4:40pm

Next meeting: March 24, 2020 (location TBD)