



614 S Broadway · Santa Maria, CA · 93454  
Telephone: 805.925.2403  
[www.santamaria.com](http://www.santamaria.com)

---

## **Santa Maria Valley Tourism Marketing District (SMV TMD)**

Advisory Committee Minutes

May 29, 2019

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

**DRAFT UNTIL APPROVED**

Advisory Committee: Jean-Luc Garon, Ryan Swack, Jerry Patel, JP Patel, Susan Garcia

Absent:

City Staff: Jason Stilwell

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

Guests: Micky Patel, Cherag Patel, Nilesh Patel, Laura Borrás (SB Vintner's and Riverbench)

KPS3 | Team: Rob Gaedtke, Rachel Curran, Andy Walden

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

**Public Comment** None

### **Consent Calendar: Minutes and Financial Report**

JP discussed the challenge in keeping talent in Santa Maria and the idea of investing in scholarship fund for hospitality and vocation skills. JP suggested the TMD attribute 3-5% towards scholarships and provided an example that Atascadero Chamber has over \$1million invested and provides 15 scholarships per year, which equates to \$20,000 to \$30,000 annually. Jean-luc has mixed feelings on this as the TMD monies should be invested to generate 'heads in beds' and noted that other community organizations are providing these scholarships. JP states that it does provide industry support and advocacy. JP researches legalities to fund and stated that it can be done. Glenn noted that the conversation has merit and we could consider pooling our resources regionally.

A motion was made to approve the meeting minutes and the financials. Motion: Ryan and 2<sup>nd</sup> Susan. Motion carries.

---

**Business Advocacy & Services · Tourism · Economic Development**

*Promote a Strong Local Economy · Promote the Community · Represent Business Interests · Build Business Relationships*

## **Business Items**

### **KPS3 Team Report:**

Andy reviewed April web performance and indicated a 23% increase in sessions YoY with over 3,600 conversions. Jean-luc asked for clarity on organic traffic and Andy noted that it is up 9% YoY.

Rachel shared the PR coverage with 35 regional and national stories since July 2018, and 16 storied within the calendar year. Noted that Outbound Collective focused a piece on our solo-traveler, along with Forbes and Food&Wine features on SMS BBQ. Social had almost 6,200 F/B fans.

Rachel shared the first video in the 30-mile series around BBQ and noted that wine will be produced in July. Susan asked that the video linked be shared when it is ready. Rachel also shared the #SMS cookbook.

Laura noted that the wine industry has been remiss about being involved and wanted to be more engaged. She discussed her initial concern around 'swirl 'til you spill' language. Jenn shared their perspective and also touched on the results of the swirl machine at the SB Vintner's Festival with over 200 participants. Laura loves the art component, and suggested we evolve the name to reflect the art focus.

Laura provided an overview of the SB Vintner's Festival, which was 6X more profitable than any other past festival. Jean-luc asked about the data on overnight stays and Jenn noted 120 Passports were distributed. Glenn added that tracking this data in more detail will be focus for future partnerships. JP suggested an APP with a downloadable event schedule. Susan recommended a survey to gather data, which Laura said they do have some survey results. Jenn noted that there is room for improvement, and Laura confirmed that follow up will done by SB Vintner's, and Jenn suggested that they plan to attend the July AC meeting for provide a detailed event recap.

## **Discussion Items**

**Committee Structure:** Glenn summarized the initial Operating Guidelines and shared a brief history. JP asked about the process to add/change/delete guideline specifics and asked about adding an Advocacy piece. Glenn noted if we want to formally add this to the OG, this would need to be done at renewal. Jean-luc asked if we could get more details around SLO CAL's advocacy investment, and Cheryl shared overview that SLO CAL has a full-time staff focusing on this area, including SLO CAL's Destination Development Plan. JP noted the importance of an advocacy effort and would like it considered during the renewal process.

**Future Strategic Planning:** Glenn noted that TMD renewal is in February 2021 and our interest in bringing in professionals to lead a strategic discussion. This is proposed for early 2020. Cheryl noted that the investment would range around \$5,000. Ryan noted

his interest and said contracting with the right people will be key. JP asked the AC who had been involved in strategic planning, and most had not. The process will allow us to focus on progress and JP noted the importance of stepping back and looking at the big picture, including the creation of solid guidelines and a clear understanding of the funding mechanism. Glenn suggested we explore topics like "how we can make each of our partnerships more effective and aligned". Susan noted the importance of having the future plans for the city top of mind during this discussion. Cheryl will explore a possible partnership with Coraggio Group.

**Pole Banner:** Glenn noted that he is working with the Rodeo folks and will have specific details by end of summer.

### **Action Items**

**2019 | 2020 Marketing Plan:** Cheryl noted that KPS3 will present plan and will be looking to AC for plan and budget approval at today's meeting. Andy reviewed the media strategy and noted the focus on the highly-targeted and targeted media. Rachel noted our goal to invest media dollars aggressively in such all media dollars have been allocated, as such there are not any monies in a contingency line item. The digital and web strategy is focused on driving sessions, and the homepage design will be tested to drive conversions and we will better understand how we can positively impact traffic as potential visitors move through the site. Rachel touched on our PR efforts, with a goal of 48 features within the new FY and highlighting that top tier pubs will be priority. Creative development will support curation of the \$500 wine getaway creative approach, as the AC agreed an affordable CA wine experience is our point of difference. Jenn spoke to the SMV wine label and touched on the process to obtain local wines to create this promotional opportunity.

Glenn noted the 2% decrease in collections in 2018 2019 and will project flat for 2019 2020 with one new hotel (Hampton Inn) opening. The new FY projected assessment collections will be \$685,000. Jerry asked about \$18,000 noted for Event Focus funds, and Glenn noted that the CVB will be researching possible event promoters and attending industry events to find opportunities. Ryan noted that if the AC decides to sponsor SB Vintner's again, then there will only be \$3,000 remaining for other event opportunities. Glenn noted that the CVB has also earmarked monies for event sponsorships. Laura spoke to their interest in growing the Vintner's Festival partnership with SMV TMD. JP asked about Harvest Festival and Laura noted there are 2 annual events in Winter and Spring. Ryan asked about Vintner's investment in the Festival, and Laura noted the event costs \$250,000. JP asked how the Wine BID would be funded, and Laura noted that Alison is still working through those details. Glenn indicated that will be just over \$10,000 of programs like the Pole Banners. The overall budget is \$670,175.

A motion was made to approve the 2019 2020 marketing plan and budget. Motion: Jerry and 2<sup>nd</sup> JP. Motion carries.

**Advisory Committee Chair:** Glenn and Cheryl thanked Jean-luc for his role as chair. Ryan has expressed an interest.

A motion was made to approve Ryan Swack as the SMV TMD Advisory Committee chair. Motion: JP and 2<sup>nd</sup> Susan. Motion carries.

### **Updates**

- Chairman's Report: Jean-luc thanked Ryan for stepping up and noted that he will be assuming the role of Chamber chair.
- VCB/TMD Report: Jenn noted that we had already discussed the Vintner's Festival. We are working with KPS3 to develop Trolley audio. Jenn touched on plans to identify opportunities for a city-wide event and shared trade show schedule and co-op details. Cherag asked about what events are being considered. Hot air balloon event could work well at the airport; Religious retreats; Soccer and other Club sports; AG options are also being researched.

**Committee Member Reports:** Noted that the Hampton Inn is set to open in September 2019.

**Good of the Order:** None

### **Future Agenda Items:**

- 2019|2020 Marketing Plan
- Pole banner details

**Adjourn** at 5:00pm

**Next meeting:** Tuesday, June 23