



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

July 23, 2019

3:00 p.m. (Holiday Inn)

**DRAFT UNTIL APPROVED**

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

Absent:

City Staff: Jason Stilwell

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

Guests: Alison Laslett, Phil Carpenter and Laura Borrás (SB Vintner's)

Seth Foster, Max Tucker, Cherag Patel, Nilesh Patel, Robert Cooks

KPS3 | Team: Rob Gaedtke, Andy Walden, Jenna Hubert

**Call to Order** by Chair Ryan Swack at 3:00 p.m.

**Public Comment** None

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

Cheryl reviewed Profit and Loss budget overview for FY 2019 2020. JP asked for additional details on the \$60,000 in contingency funds and that these monies need to be shown on the balance sheet. Cheryl will request details from Glenn and share with the Advisory Committee via email.

A motion was made to approve the meeting minutes only. Motion: Jean-luc and 2<sup>nd</sup> JP. Motion carries.

### **Presentation**

Alison Laslett, Santa Barbara Vintner's, presented an overview from the 2019 event recapping the PR and marketing efforts and confirming that 1/3 of attendees were from out of area with 56% female and an average age of 53. Alison was excited about the results as the event sold more tickets at the 2019 event than they had been sold in the last 5 years. With the majority of attendees coming from the SMV, the Advisory Committee wanted to understand how we could grow out of area audience and target Los

---

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

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

Angeles. Alison touched on the application of Federal grant would increase the Vintner's opportunity to target the Santa Barbara county wine message to the LA area. Alison reviewed 2019 benefits and plans for 2020, acknowledging that there is room for improvement, including bundling the event ticket with stay opportunities. The marketing effort will begin in December and run through April. Jenn noted that 200 passports were printed and 150 were distributed. Jean-luc received 6 bookings and Robert added that Big America has 18 bookings, while Ryan noted that SMI had less than 6. Susan added that 20-30 people mentioned that they were there based on the event, and they need for a better tracking mechanism.

Alison shared the option of creating a 'fast track' line and Robert suggested we encourage them to book direct instead of through an OTA. Max asked how large the event can grow – Alison confirmed it is currently at 1,500 and can expand to 2,000 (does not include the 400 – 500 event staff). The current early entry ticket provides entrance 1 hour prior to the event start and costs an attendee an additional \$25 (\$75 base ticket or \$100 for early entry). JP asked how many wineries and SBV confirmed almost 80 with 15-20 from the SMV. JP also asked for more details on the other sponsorships - \$15,000 from the SMV TMD and \$5,000 coming from the Chamber/CVB for a total of \$20,000. 2019 sponsors contributed both in-kind and cash totaling \$18,500 and include Bank of Marin, SMS Engineers, Visit SB, Chumash and others. JP shared the Paso Wine Festival example and how their sponsor money is funded.

Max asked about the status of the Wine BID formation and Alison confirmed that the petition phase is scheduled to be in last August. The Wine BID is proposed at 2% of CA retail sales with a potential assessment collection of \$1.6million. Max asked is a letter of support would be helpful and Alison noted that it would be great to have. The Advisory Committee expressed their interest in providing a letter of support and asked Cheryl to work with the AC chair and past chair to craft and finalize a letter for Alison. JP suggested that a detailed marketing plan showing how the \$1.6million would be invested would go a long way in gaining support.

JP expressed his concern with the level of investment in the festival sponsorship at \$15,000 and the lack of out-of-area guests – calculating that it would be \$70/visitor based on last year's attendance figures. JP wants a better understanding of the ROI and with 2,000 possible attendees, what percentage will be overnight stays? A strong marketing plan must be in place in order to achieve these results. Alison noted that the \$15,000 will be invested into marketing directly and that they need to do a better job measuring results and providing tracking to clearly show ROI. Laura noted the importance of this and emphasized that it is a long-term relationship with both sponsors and guests that will make it successful. Ryan would like to see the out-of-area percentage from 15 to 50% and Alison noted that the focus on their marketing investment will be to promote outside of SMV.

## **Business Items**

### **KPS3 Team Report:**

Andy reviewed June analytics report noting overall sessions grew to 21,000 with a major increase following the release of the Visit CA newsletter.

Andy and Rob review the year end results noting the momentum in that every month of FY 2018 2019 showed an increased in web sessions over prior year with total sessions at 146,000 or a 46% increase Y|Y. Organic sessions are up 38% and hotel conversions at over 8% or 10,000 pageviews. PR value surpassed \$1.3million with 48 stories. Our digital advertising curated more than 9,000 hotel conversions.

## **Discussion Items**

**Media Strategy & Creative approach:** Rob reminded the AC of the overall media strategy – highly trackable and targeted media, and the use of research to drive our targeting, messaging and media flighting. We will focus on enhancing our “Wine +” creative strategy to bolster our shoulder season business. Geo targeting by interests were defined as follows:

- LA: deals & wine (35%)

- Bay area: Outdoor, deals & wine (30%)

- Fresno/Visalia: outdoor, deals (15%)

- Monterey/Salinas: BBQ, outdoor (10%)

- Bakersfield wine, BBQ (10%)

Note: San Diego will not be targeted at this time

Rob review spend by target and the flighting schedule. Jenn touched on our creative strategy of “Wine +” and focusing on our point of difference with a wine getaway for less than \$500. Jenna presented the ‘Uncorked’ creative and the board agreed it was the right approach.

## **Action Items**

**SB Vintner’s Sponsorship for 2020:** Ryan asked about investing the marketing monies with KPS3 so that we ensure that there is a well-planned marketing approach. JP agreed we should focus the professionals as from the SBV proposal, the marketing details are unclear. Ryan suggested we invest the entire \$15,000 in out-of-area promotions with the goal to attract 500 additional visitors to stay overnight. JP texted his GMs and confirmed that a dozen rooms from each of his 2 properties can be attributed to the 2019 event. The 2020 event will be May 2<sup>nd</sup> and the AC asked if there was flexibility with the date. JP emphasized the importance of knowing our ROI and noted a downloadable event APP that could collect the data and provide more measurable results. Jerry asked about the \$18,000 in 2019 2020 budget for Event Support and Cheryl confirmed that there are the budgeted monies, as well as contingency monies that can be invested in this and other

future projects. Jenn understands the need to bring more events to SMV and asked the AC to think about what they are willing to 'put on the table' in order to entice event promoters to come to our area. JP noted the importance of having the City as a partner for roads, venue, permits, parking, etc.

The AC asked that additional information be provided and that this item be placed on the next agenda.

**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: Jerry asked about the pole banners and Jenn noted they have a meeting with the City on August 12<sup>th</sup>. JP asked for an update on Strategic Discussion in early 2020 and Cheryl confirmed next steps with Coraggio and that this item will be discussed in more detail at the next AC meeting.

**Committee Member Reports:** None

**Good of the Order:** None

**Future Agenda Items:**

- SB Vintner's 2020 sponsorship funding
- Pole banner costs and locations
- Future Strategic planning with Coraggio Group
- Contingency policy
- Educational funding and staff training
- Citywide Event focus

**Adjourn** at 5:10pm

**Next meeting:** Cheryl needs to confirm based on AC member availability.  
Confirmed for Thursday, October 3<sup>rd</sup>.