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

Advisory Committee Minutes

September 28, 2021

3:30 Santa Maria Inn

DRAFT UNTIL APPROVED

Advisory Committee: Max Tucker, Ryan Swack, Jerry Patel, Cherag Patel, JP Patel, Ketan Panchal, Seth Foster

City Staff: Mark van de Kamp

Chamber|Staff: Glenn Morris, Cheryl Cuming, Emily Kitts

Guests:

KPS3 | Team: Andy, Brittany, Nicole

**Call to Order** by Max at 3:32p.m.

Roll call – all AC members present.

**Public Comment:** None

**Consent Calendar**:

Minutes and Financials: Motion to accept: JP, 2nd Ryan. Motion carries.

Glenn noted TOT is strong – showing 10% increase from 2019. Best year in TOT was 2017 and current trajectory is good.

**Presentation:** None

**Business Items – Discussion & Action Items:**

***Information Items:***

*Hear from our KPS3 Team*

* Brittany gave the committee a marketing update on the website and the marketing performance
* Hotel referrals up 82% over 2019
* Sessions up 64% to 38,000
* Recent blog post- focused on SEO to drive Google rankings
* Nicole touched on PR and social, including NY Times and partnership with Allegiant Air. JP noted that he would like to see 2019 stats for comparison in all marketing categories.
  + Working with Glocally to bring in influencers to write about the area and acquire content to re-share.
  + Social focus around IG Reels and Tik Tok. Mark noted about music license agreements and Nicole confirmed use of licensed music library
* Brittany spoke to our website evolution, explained approach around lodging page call-outs and they will are prioritized to ensure lodging CTA are cross-linked throughout the site.
* What’s next: Launch evolved website by EOY; spice campaign creative refresh; 2022 Visitor Guide, Visit Santa Barbara advertising.
* Ketan asked about focus on LGTBQ audience, and ongoing work with 2 Travel Dads was noted. JP asked how to capture Rodeo audience, and Glenn noted historically this audience has been mostly local.
* Future event ideas: Día de La Muerte
* Andy summarized 2021 Travel Trends:
  + Privacy – ios14 migration. Opt-in will be required
  + Post COVID Trends
    - Expanded outdoor dining
    - Opt-in housekeeping
    - Workcations and Edu-cations. Seeing interest in increased stay duration
  + Multi-generational Travel – SMV opportunity for family reunions.
  + Google Path to Purchase
    - Purchase triggers – seeing friends and family
    - Most useful – online video, social media and reviews
  + Expedia Insights
    - Travelers want to stay close to home so drive time increased up to 6 hours
    - Trip stacking – 2-3 trips over the same travel period
    - JP asked about impact on length of stay and prebooking timeframe
    - Focus on brand safety
    - Build out unique experiences

***Discussion & Action Items:***

**Lodging classification on the website lead by Glenn**

* Advisory Committee suggested price focus using $, $$ or $$$ dollar signs. Ryan asked about Wine Stone Inn and group agreed to maintain all $$$ and $$$$ in 1 category.

**Updates:**

**Chairman’s:** None

**VCB/TMD:**

Jenn noted that Yarely has moved on to run the Marketing at the Mall so she is seeking a replacement.

**Committee Member Reports:**

Winter Safety Awareness – Seth concerned with frequency of crime related incidents which are creating cancelations. JP shares this concern. Employee safety is also a concern. Mark shared details on license readers and will connect interested AC members with police chief.

Fire Inspection Program – Ketan asked if only hotels are getting inspected and Glenn confirmed all local businesses are being inspected.

**Good of the Order:**

**Future Agenda Item**

* Evolved Website

**Adjourn** at 5:11pm

**Next meeting:**  January 2022