Santa Maria Tourism Marketing District (SMTMD)

Advisory Committee Minutes

October 12, 2016

3:00 p.m.

Advisory Committee: Jean-Luc Garon, Ryan Swack, JP Patel, Jerry Patel
Absent: Chris Slaughter (excused), David Sosa (unexcused)
City Staff: Jason Stilwell
Chamber/Staff: Glenn Morris, Jennifer Harrison, Terri Prouty, Cheryl Cuming
Guests:
KPS3 and CC Media: Rob, Laura, Katie

Call to Order by Chair Jean-Luc Garon at 3:04 p.m.

Public Comment None

Consent Calendar: Minutes and Financial Report
Glenn reviewed financials, and August and September minutes and financials were accepted by the committee.
Motion Ryan and 2nd Jerry. Motion carried.

Current Items

- STR: Glenn reviewed report and competitive set. Ryan noted that RevPar is an important data point to track, and Glenn confirmed that 11 properties are reporting. The AC requested that they see at each meeting.

- Meeting schedule: Cheryl requested input on future meeting schedule and commitment to attend. AC agreed on the importance of the committee to participate, and Jean-Luc noted that the agenda will drive the need to meet. Glenn noted that Jenn will begin to meet with Sales Managers so they are more aware of VCB and TMD activities. Glenn confirmed that David will no longer be able to serve due to other commitments. Committee agreed to place the discussion of new AC members on the November agenda.
• KPS3|CC Media: Rob presented the new brand book, TV spot, photography and video. The team walked the committee through the newly completed website. Jean-Luc asked about asset access, and Cheryl confirmed a Marketing Materials Portal will be created.

Laura confirmed the final media schedule, with a launch of late October. Jean-Luc asked about Pandora details. JP requested additional information about our re-targeting approach (‘hunter ads’), and Laura was asked to further confirm the differences between radio and digital impressions.

Rob reviewed Getaway parameters, and Glenn requested feedback on redemption timing. Overall, AC was fine with timing and offer details. JP asked about RoI and if we can track through to booking. Rob confirmed that we can track the leads to the lodging website or clicks through to email.

JP noted importance of wine content, and Cheryl confirmed that a strategy is being developed to create compelling wine content and identify potential PR angles.

**Updates**

• Chairman’s Report: Jean-Luc thanked Glenn and Rob for their presentations at the 10/11 Reveal Event. JP asked Jason about City’s reaction, the he noted they are supportive.

• VCB Report: Glenn confirmed 10/18 City Council presentation (6:30pm start), and welcomed AC members to attend. JP asked about recent staffing changes, and Glenn share new roles. JP asked Jenn about cooperative efforts, and she discussed opportunities for future event support.

• TMD Report: Cheryl requested that all AC member engage with our new assets, and provide feedback.

**Committee Member Reports:** Jerry asked about placing pole banners around the community.

**Good of the Order:** None

**Future Agenda Items:**

• New AC members

• Group/Tour Operators

**Adjourn** by Jean-Luc at 4:45pm

**Next meeting:** Monday, November 21 from 3 – 5pm