Santa Maria Tourism Marketing District (SMTMD)

Advisory Committee Minutes

November 21, 2016

3:00 p.m.

Advisory Committee: Jean-Luc Garon, Ryan Swack, JP Patel,
Absent: Jerry Patel (excused), Chris Slaughter (excused)
City Staff: Jason Stilwell
Chamber|Staff: Glenn Morris, Terri Prouty, Cheryl Cuming
Guests: Susan Garcia and Thomas Munoz (Holiday Inn)
KPS3 and CC Media: Rob, Christie

Call to Order by Chair Jean-Luc Garon at 3:07 p.m.

Public Comment None

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

Reports
Glenn reviewed STR, including competitive set and October stats. Glenn also referred to
the City TOT, which had single digit increases and comparatively are flat Y/Y. Staff
recommended we ‘package’ STR will overall analytics report and AC agreed.

Current Items

• Discussion of new AC members: Glenn noted that David Sosa will no longer be a
  committee member due to time constraints, and that he recommended adding a
  lodging property member. Glenn also asked for consideration of making both Jason
  Stilwell and Chris Slaughter voting members, and the lodging AC discussed and
  requested that all voting members be lodging constituents. The importance of making
  an ongoing commitment to attend all AC meetings was reiterated.
  Motion to support additional of Susan Garcia: Jean-Luc and 2nd JP. Motion carried.
KPS3|CC Media: Rob shared assets and new tools, which Chamber will send to all lodging properties. Cuming noted that the Marketing Materials landing page has all available assets.

Rob reviewed the analytics report, including stats for website, social, and paid media, and AC confirmed that they would like to receive these details monthly. JP asked questions about organic search, key words and Goggle rankings.

Chrisie reviewed detailed PR report, and future opportunities.

Cheryl confirmed that we will launch our e-blast on 12/1, and this will be sent monthly on the 1st Thursday, and that the enhanced media schedule will begin 1/3/17.

Cheryl reviewed 4 media opportunities, including 2017 Travel Guide to CA, Keys to the Coast, NTA Courier and Sunset Magazine. The AC confirmed their support of Travel Guide to CA. JP requested that the board preview each media opportunity individually, and that sample publications are provided.

**Updates**

- Chairman’s Report: Glenn touched on Visitor & Relocation Guide opportunities. He also discussed the fact that vacation rentals are not currently part of the TMD and that in a web search 20 properties were found. Ryan noted that he would caution inclusion based on assessment collection potential, Susan and Jean-Luc agreed.

**Committee Member Reports:** Thomas mentioned the formation of the SM Hospitality Committee, which Jenn is heading up.

**Good of the Order:** None

**Future Agenda Items:**
- Group/Tour Operators

**Adjourn** by Jean-Luc at 4:54pm

**Next meeting:** Wednesday, January 11, 2017