Santa Maria Tourism Marketing District (SMTMD)

Advisory Committee Minutes

March 8, 2017

3:00 p.m.

Advisory Committee: Jean-Luc Garon, Ryan Swack, JP Patel, Susan Garcia, Jerry Patel
Absent:
City Staff: Jason Stilwell
Chamber|Staff: Chris Slaughter, Glenn Morris, Jenn Harrison, Terri Prouty, Cheryl Cuming
Guests: Max Tucker, Robert Cooks, Seth Foster, Ricardo Herrera, Karen Gridiron
KPS3: Rob Gaedtke, Rachel Curran

Call to Order by Chair Jean-Luc Garon at 3:02 p.m.

Public Comment None

Consent Calendar: Minutes and Financial Report
Minutes and financials were accepted by the committee.
Motion: Susan and 2nd Jean-Luc. Motion carried.

Discussion
Monthly Reporting: Rob and Rachel reviewed analytics report and shared highlights, noting a 50% increase in total web sessions, and a conversion rate increase of 7.2% up to 14.8% with over 100 leads to hotels and 9,600 new subscribers in the database. Google Search exceeded 82,000 in February.

Cheryl noted that final SMG Influence survey results will be shared at May meeting, with over 1,000 respondents and 87% noting they are considering or planning a trip to SMV.

Rachel shared the Spanish TV and JP questioned whether the spot will be seen in LA. Rob confirmed that cable targeted to LA Hispanics is within the buy.

Draft 2017 Marketing Goals: Glenn review overall approach and asked for feedback for draft goals. JP likes the idea of setting goals and agrees that PR goal is solid with
increased article/month focus and would like to see even more. Jean-Luc questioned how we compared to other DMOs, and Cheryl & JP confirmed that KPS3 PR numbers are strong. Glenn noted that AC will be asked for a motion to support 2017 2018 Goals at the May meeting.

**Current Items**
Rachel reviewed updated media plan, and current PR efforts. Jenn spoke to the distribution plan for a new rack brochure through Certified Folder. JP noted that listing lodging on brochure may create concerns with outdated information, and asked that activity information be highlighted.

Glenn reviewed details for Elks Rodeo and Champions Challenge. JP asked about financial support being provided through the TMD.

**Updates**
- Chairman’s Report: None
- VCB/TMD Report: Glenn reviewed Council Report, noting that TOT is up 2.3% Y/Y.

**Committee Member Reports:** None

**Good of the Order:** None

**Future Agenda Items:**
- Influence survey outcomes, 2017|18 Strategic Planning, Trade Show leads and dissemination process

**Adjourn** by Jean-Luc at 4:34pm

**Next meeting:** Wednesday, May 10, 2017