Santa Maria Tourism Marketing District (SMTMD)

Advisory Committee Minutes

June 8, 2016

3:00 p.m.

Advisory Committee: Jean-Luc Garon, Ryan Swack, JP Patel, Jerry Patel
City Staff: Jason Stilwell
Chamber Staff: Glenn Morris, Gina Keough, Cheryl Cuming
Absent: David Sosa (unexcused)
Guests: KPS3 and CC Media including Rob Gaedtke, Mike McDowell, Cande Candler, Natalie Nelson

Call to Order by Glenn Morris at 3:00 p.m.

Public Comment None

Consent Calendar Prior meeting minutes were accepted by the committee.
Motion Jean-Luc and 2nd JP. Motion passed.

Financial Report by Glenn Morris and noted that 2 months of assessment have been received and are above budget. City is showing flat TOT. JP asked about further budget details and need for short-term line of credit.

Current Items

- Select Committee Chair: Glenn nominated Jean-Luc as Advisory Committee (AC) Chair, 2nd by JP. Motion passed. JP asked about terms to confirm they are 1-year starting in June 2016, and Glenn confirmed overall Bylaws will be developed.

- Tracking and Research: An initial measurement dashboard, with input from SMG, KPS3 and CC Media, and AC agreed on format. Glenn reviewed SMG DMO destination measurement proposal, with an initial year investment of $8,000, as well as the Smith Travel Report investment of $3,500. Jason confirmed that SMTMD would "own" the data. Motion Ryan, and 2nd JP. Motion passed.
• KPS3: Reviewed the results of their initial immersion, posed questions around brand development, and summarized overall scope and the 120-day plan. JP asked that KPS3 share details throughout the phases of the website, and it was suggested to consider a photo competition to gain additional assets. Jason asked about decision points, and Rob confirmed we would seek AC input in the first 120-days around brand positioning, logo agreement, ad messaging/focus and website design.

• Website booking widget: This area will continue to be explored as not everyone has an individual lodging website, and not all may want to pay the associated fees. Consider an inventory of current constituents, and KPS3 encouraged AC to send examples of sites they look/dislike.

Updates
• Chairman’s Report: new chair will report in July
• VCB Report: Gina provided update on upcoming events
• TMD Report: Cheryl confirmed all items covered in overall agenda

Committee Member Reports: None

Good of the Order: Jerry requested that agenda be shared with all lodging constituents, and encouraged a future meeting to educate smaller lodging on how they can be involved.

Future Agenda Items:
• District funding of Chamber membership dues
• Explore short-term line of credit options
• Define our target market

Adjourn by Jean-Luc at 5:22pm

Next meeting: Wednesday, July 13 from 3 – 5pm