Santa Maria Tourism Marketing District (SMTMD)

Advisory Committee Minutes

July 13, 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: Dan Panchal, Danny Panchal, Max Tucker, Thomas Munoz
KPS3 and CC Media including Mike McDowell, Erik Flippo, Jenna Hubert

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

Public Comment None

Consent Calendar Prior meeting minutes were accepted by the committee.
Motion JP and 2nd Ryan. Motion carries.

Financial Report by Glenn Morris and Jean-Luc asked the percentage of Chamber overhead, and Jason responded that the budget can be influenced by the SMTMD Advisory Committee, and oversight occurs at the Chamber Board. Committee members asked about investment in trade shows and research. Glenn confirmed financials will be included in future packets.
Motion to accept the financials as presented JP and 2nd Ryan. Motion carries.

Current Items
- Chamber dues funded by District: Glenn reviewed staff report with budget of $9,150 and Jean-Luc agrees it needs to be done. JP want to encourage cooperation, and supports of the sharing of information and noted his concern of the lack of lodging constituents currently on the Chamber Board. Glenn noted that out of the 20 board members, 3 are involved in the tourism business (hotel, attraction and restaurant). JP asked how rate was calculated and confirmed that fee would cover 1 year. Discussion around ROI to connect value to services provided, and Glenn does support an advocacy role for lodging.
Motion to accept Chamber membership proposal totaling $9,150 JP and 2nd Ryan. Motion carries.

- Financial Planning ~ LOC: Glenn recommended that Chamber provide if a short-term need for additional funding arises. JP asked about terms, and overall dollar amount available, and emphasized the important not to co-mingle funds. Jean-Luc noted reserve funds on current budget, and Glenn estimated that $35,000 - $40,000 could be available through the Chamber. Jason requested cash report be reflected on current financials.

- KPS3|CC Media: Mike reviewed 5 items including where we are at/progress to date, website functionality, target audience, brand foundations/pathways and logos. Outcomes of discussion include:
  - inventory current constituents to determine who does not have a website
  - inclusion of other areas and events that occur outside of SMV
  - criteria for event inclusion
  - target to 3-hour drive market
  - support of brand promise: We treat our visitors like family.
  - Evolve logo with elements from logo 1 and 5, improving upon readability of Valley

**Updates**
- Chairman’s Report: Jean-Luc confirmed all items have been covered
- VCB Report: Gina did not have any additional items to report on
- TMD Report: Cheryl confirmed all items covered in overall agenda

**Committee Member Reports:** None

**Good of the Order:** Shared concern about David’s ability to attend. Jerry asked about billboard and gateway signage.

**Future Agenda Items:**
- How do we better support smaller lodging properties?

**Adjourn** by Jean-Luc at 5:04pm

**Next meeting:** Wednesday, August 17 from 3 – 5pm