Santa Maria Tourism Marketing District (SMTMD)

Advisory Committee Minutes

August 18, 2016

3:00 p.m.

Advisory Committee: Jean-Luc Garon, Ryan Swack, Jerry Patel, David Sosa
Absent: JP Patel (excused)
City Staff: Jason Stilwell (absent, excused)
Chamber Staff: Glenn Morris, Terri Prouty, Cheryl Cuming
Guests: Max Tucker, Thomas Munoz, Seth Foster, Ricardo Herrera, Kathy Garcia
KPS3 and CC Media including Mike McDowell, Rob Gaedtke

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 confirmed Jean-Luc’s question regarding projected revenue, which is ahead of budget by about 2% YTD.
Prior meeting minutes and financials were accepted by the committee.
Motion Ryan and 2nd David. Motion carried.

Current Items

- **Feedback - How to we better support smaller lodging properties:** Cheryl introduced the topic and asked for direct input from Jerry, who had asked for this item to be agendized. It was noted that current events, with the exception of the Car Show, are not adding to overnight stays, as many of the events are heavily attended by locals. The AC felt that new events should be considered. Further consideration should also be given to Sport teams, both regionally and nationally.

- **Discussion - Inclusion of Out of Area Events:** Cheryl confirmed that the following areas are being considered for inclusion of their events on the website – Avila Beach, Pismo Beach, Arroyo Grande, Oceano and Santa Ynez Valley. Max noted that we must include Chumash events, and Ryan felt they should be within a 30-minute radius.
• KPS3|CC Media: Laura presented the overall media plan and AC supported an initial campaign launch in Santa Clarita area. Mike and Rob revisited overall marketing objectives, and Seth confirmed that we will be targeting those 50+. KPS3 presented the Marketing approach, including details on Public Relations. Glenn touched on the timing to target shoulder seasons, and Susan noted the shorter booking window.

Rob reviewed the website, and asked for the AC input on how to sort lodging, and it was agreed to sort by AAA Star Rating. Ryan noted concern that smaller properties do not have websites, and KPS3 noted that Glenn/Cheryl are considering providing a landing page for those without their own website. The final domain was discussed and confirmed to be SantaMariaValley.com.

Updates
• Chairman’s Report: Jean-Luc confirmed all items have been covered
• VCB Report: Glenn noted Gina’s departure, and confirmed a replacement will be found quickly. Max asked about the new hotel, and Glenn confirmed it will be a 118-room Hampton Inn.
• TMD Report: Cheryl confirmed all items were covered in overall agenda

Committee Member Reports: None

Good of the Order: None

Future Agenda Items:
• Jean-Luc asked how we can encourage future lodging participation

Adjourn by Jean-Luc at 4:57pm

Next meeting: Wednesday, September 14 from 3 – 5pm