Santa Maria Valley Tourism Marketing District (SMV TMD)

Advisory Committee Minutes

January, 17 2018

3:00 p.m. (Santa Maria Inn)

DRAFT UNTIL APPROVED

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

Call to Order by Chair Jean-Luc Garon at 3:05 p.m.

Public Comment  None

Consent Calendar: Minutes and Financial Report
Cheryl reviewed financials and Advisory Committee requested additional details on actuals versus budget. Minutes and financials accepted. Motion: Susan and 2nd Ryan. Motion carries.

Business Items
KPS3 Team Report: Rob reviewed analytics and noted 30% growth in overall site traffic and a 48% Y/Y increase in conversions. KPS3 discussed evolution from acquisition to engagement in order to drive an engaged audience to the website. It was noted that leads to hotels are up 58% Y/Y, with a 31% Y/Y increase of leads to attractions. Overall organic search visits have increased 188% YTD. Jean-luc asked about Y/Y comparison against a year ago when we launched the site.

Rachel reviewed the social media stats and reconfirmed with the AC that all photos created by our team are available for use by the constituency. Ryan asked about sign-ups received at the recent trade show and Jenn confirmed that these leads have been entered into the database. Rachel noted that SMV has generated 80 articles year to date.
Rob shared the ‘ideal home base’ interactive map noting the ability to find activities within 10-, 20- and 30-miles. Rob also shared the revised :15 videos and Ryan noted that the execution was exactly how he has envisioned.

JP asked about VisitCA, and our ability to gain additional content, and Rob confirmed that to date we have received 8 different pieces of coverage and will continue to pitch.

Rachel reviewed details for the TripAdvisor Premium Destination partnership, and also provided an overview on our native advertising approach within our current media plan.

**Action Items**

**Point of View – Tour & Tasting:** Rachel reviewed the point of view document outlining the media opportunity with Tour & Tasting.

Motion: Susan and 2nd Ryan. Motion passes.

**Point of View – Sunset newsletter:** Rachel reviewed the point of view document outlining the newsletter opportunity with Sunset, noting that the average open rate is 46%. The overall investment is $5,000 and agreed we could evaluate after the first run.

Motion: Ryan and 2nd Jean-luc. Motion passes.

**Media contingency maximum:** AC discussed need to confirm a specific amount of contingency money that can be allocated for media opportunities that come up between AC meetings.

Motion: Ryan and 2nd by Jean-luc to approve up to $7,500. Discussion: Ryan asked JP for his input and noted that since we meet every other month it would be prudent to agree on a limit. If an opportunity exceeds the $7,500 limit, then it would need to be brought to the AC. Motion carries.

**Discussion item:** Updated ROI modeling and goals assessment

Cheryl provided an overview on the updated report provided by Carl Ribaudo showing how the reduction in bounce rate can increase ROI. Rob reviewed the details of the SMG report, and Rachel reviewed the marketing goals, with a 20% increase in user sessions, a decreased bounce rate and increased organic traffic. Advisory Committee agreed that goals will continue to evolve and will be reviewed as we begin discussion around the 2018 | 2019 marketing plan. JP asked about how we create a ‘wow’ factor and Rob shared the rock-skipping idea.

**Updates**

- Chairman’s Report: Glenn was absent, so no report is given.
- VCB/TMD Report: Jenn provided several updates:
  - that the Social Media training went well with almost 20 attendees.
  - Constituent communication drafted and will be shared monthly
o Small hotel URLs have been completed and can be used for those hotels that don’t have their own websites
o World of Pinot Noir sponsorship – SMV is the first DMO to provide this level of sponsorship and will host the Friday night VIP wine dinner
o Visitor Guide is getting wrapped up and will be printed by the March meeting
o San Diego travel show – 5,500 attendees and CVB will provide leads
o LA Travel Show – will attend in February
o LA Media Reception with VisitCA – in April

**Committee Member Reports:** None

**Good of the Order:** None

**Future Agenda Items:**
- Front desk FAM/concierge training
- Media contingency spend parameters

**Adjourn** at 4:56pm

**Next meeting:** Wednesday, March 14 at 3pm