Santa Maria Valley Tourism Marketing District (SMV TMD)

Advisory Committee Minutes

November 7, 2018

3:00 p.m. (Radisson)

DRAFT UNTIL APPROVED

Advisory Committee: Jean-Luc Garon, Ryan Swack, Susan Garcia, Jerry Patel
Absent: JP Patel
City Staff: Jason Stilwell
Chamber|Staff: Glenn Morris, Jenn Harrison, Yarely Corona, Cheryl Cuming (absent)
Guests: Blanford Stockdale (Holiday Inn), Max Tucker (Best Western), Ketan Panchal (Laura Lodge)
KPS3 | Team: Rob Gaedtke, Rachel Curran

Call to Order by Chair Jean-Luc Garon

Public Comment

Consent Calendar: Minutes and Financial Report
A motion was made to approve meeting minutes. Motion: Jean-luc and 2nd Susan. Motion carries.
Financials, STR and TOT reports were provided.
Financials accepted. Motion: Susan and 2nd Ryan. Motion carries.

Business Items
KPS3 Team Report: Rob and Rachel provided analytics reporting details, including PR and media update. Rachel also shared web enhancement details for the Plan Your Trip page and the FLICKR albums.

KPS3 provided in-depth information around the evolving email strategy. Developers wrote special code to capture user newsletter behavior. When subscribers click on specific content categories 3 times, they are filtered into segments. New segments have been created for barbecue, wine, deals, events and outdoors. The code has been implemented and the segments are being populated.

Commented [r1]: I don't recall reviewing any meeting minutes.
KPS3 led a discussion around the target audience and media details, including our focus on the Hispanic secondary audience through influencers. There were no questions regarding the update on target audience. Committee agreed with the strategy to work with Hispanic influencers.

**Discussion Items**

**Committee Structure:** Committee agreed to table this discussion until the next meeting.

**Importance of providing hotel specials:** Specials will be featured on the Plan Your Trip page.

**Action Items**

**Pole banner details and pricing:**
Rodeo folks mentioned $275/banner, 3-4 month rotation
Christmas and Rodeo are the two big runs.
$40,000 investment. City can do the installation for them.
Hardware is there, just need to buy the banners.
Banner content: When someone is here, help them see a bigger vision of what they can explore.

- Max: Could share expense with partners like Philharmonic. Banners help to give the impression that there is a lot going on.
- PCPA, Museums >> Have more evergreen content
- Strawberry Festival, cultural events
- Jean Luc: If we can find partners, it’s worth continue looking at.

Do some research on what other communities are doing. Bring it back and keep the convo going. (e.g. Policy -- do we want to open this up to restaurants, etc.)

**Crisis Communication details:** The AC agreed that this item should be reviewed in the 2019 | 2020 fiscal year and placed as a future agenda item.

**Media Plan Adjustments:** None needed

Research considerations from SMG | Carl Ribaudo:

**Updates**

- Chairman’s Report: None.
- VCB/TMD Report: Jenn provided several updates:
  - **Farm Worker Housing Issue**
    - Schedule a meeting with the smaller hotels to get feedback and we’re understanding where things are at. Timing: First part of December or right after Thanksgiving. Glenn will reach out an invite everyone. Will apply mostly to the smaller hotels.
  - **May 4 -- Santa Barbara Vintners Event**
- Event location: Rancho Sisquoc
- Will be meeting with sales directors and working with them directly to incorporate transportation, ticketing, etc.
- Big event in Buellton that weekend will potentially drive people up for lodging.
- Last year the Vintners event had 2,000, 1/3 is local.
- Wine tasting passport
- Lodging properties need to figure out what to incorporate in rate packages. (Transportation is important!) -- will need information over the next 2 weeks.
- Don't build in the ticketing. Let them buy the tickets separately because tickets have specific names attached. Buy the ticket directly from the Vintners site.
- Ticket price $75, upsell early access $100, local only is $60
- **Restaurant Week**
  - Within Visit CA's restaurant month. January 16-27, going longer than a week. Cocktail contest. If hotel restaurants have a bar, they should participate. Will be sending photographer out in advance to photograph the cocktails. Page on the website will announce "Official cocktail" winner. Encouraging folks to do $20.19
- **Keycard Promo** - Cottonwood Canyon has seen the most traffic.
- **Coast - the movie** - Goal is to get it premiered at some of the film festivals. Chamber gave them a sponsorship for local support. Coming of age movie. Pitching it as "Breakfast Club of 2010"

**Committee Member Reports:** None

**Future Agenda Items:**
- Chair and Vice Chair
- Evolve the Big Idea
- Crisis Communication details

**Adjourn** at 4:56pm

**Next meeting:** Tuesday, January 22, 2019
Note: Future AC meetings will occur on the 4th Tuesday, every other month