

Minutes

Marketing Committee Meeting

Thursday, January 14, 2016 | 10:30 A.M. – 12:00 P.M.

MCCVB Conference Room

Committee Members Present

Bob Buescher
Jackie Olsen
Sean Panchal
Crystal Petersson
Lorraine Yglesias
Katie Denbo
Kim Stemler
Joan Ioannou

Staff Present

Rob O'Keefe
Allyson Thommen
Alliah Sheta
April Locke
Kalinda Panholzer

All Absent

Heidi Bettencourt
Barry Toepke
Zoë Shoats
Lisa Dias

Public Present

Gina Delli-Gatti/Sunset Center
Alex Richardson/Sunset Center

CALL TO ORDER: Bob Buescher called the meeting to order at 10:30 a.m.

1. PUBLIC COMMENT: None

2. MEMBER AND STAFF ANNOUNCEMENTS: Alliah Sheta announced a new Communications Coordinator is starting in February and would be formally announced soon. Rob O'Keefe announced new hires Kelly Gonzales (Administrative Coordinator) and Sammy Ramos (Regional Sales: Northern CA & Pacific Northwest) and that the new Regional Sales: Southwest & Southern California is starting in February and a formal announcement would be made soon. Rob O'Keefe invited everyone to attend the Second Quarterly Forum coming up on February 17th.

3. CONSENT AGENDA:

A. Minutes of June 4, 2014 Marketing Committee meeting – **Motion to approve Minutes, M/S/C Joan Iannou and Crystal Petersson, unanimous**

4. REGULAR AGENDA:

NEW BUSINESS

A. MCCVB Updates:

Bob Buescher asked for questions and comments regarding any of the topics covered in the updates presentation sent out prior to the meeting. Crystal Petersson asked how properties were selected for the Fall FAMs and journalist coverage. Alliah Sheta clarified that a lot of the media coverage had to do with specific requests and needs for journalists and that

emails to members regarding journalists will start again once the new coordinator is on-board. The success of the L.A. pop up was spoken of by Kim Stemler, Rob O’Keefe, and Bob Buescher. With over 600,000 impressions from LA, it was agreed that pop ups are great media and social content opportunities with high ROI that should be continued in the future.

B. MCCVB Upcoming Initiatives

1. Spring Campaign

Rob O’Keefe presented ideas for the upcoming Spring Campaign which included the traveling pop-ups hitting Phoenix, Dallas, and Seattle which are target markets as well as the launch of the Sustainable Moments campaign. Sustainable Moments will promote eco-friendly practices and will help bolster our reputation as an environmentally conscious destination. Lorraine Yglesias brought up that once the campaign is launched it is important for the MCCVB to be conscious of embodying sustainability as an organization overall.

2. 2105 Research/VPS Highlights

Rob O’Keefe presented some of the key findings from the recent research, reports noting that a final report would be released for the public at the Quarterly Forum in February. Rob noted that the MCCVB intends to focus more on overnight lodging guests, rather than day trippers, to get more data on this demographic. Kim Stemler and Crystal Petersson expressed concern that Airbnb and alternative lodging needs to be taken into account. April Locke said this has been addressed and amended for the next round of upcoming surveys.

3. Website Renovation

Allyson presented the updated design and functionality of the new See Monterey website. One of the new changes will be that the lodging link will now display hotel listings for every property in Monterey County, rather than linking to the Booking.com widget, in order to level the playing field for hotel properties that do not use Booking.com. The new interactive itinerary planner, Utrip, was presented. Joan Ioannou suggested that the MCCVB should track the bounce rate people who do not put in their Facebook data or email to sign up and create an account. Bob Buescher asked the MCCVB to look into the potential of tapping into Utrip’s growing database to capitalize on potential visitors.

4. International Marketing

Rob noted that MCCVB has requested for \$100,000 to be reallocated to international marketing efforts in the new forecast being presented to the Board of Directors; \$50k would go to tour operator outreach in China and the remaining \$50k would be split between new initiatives into Canada and Mexico. The upcoming marketing and media plans into these top international markets were discussed including the success of China initiatives, upcoming partnerships with Brand USA, as well as Alliah Sheta and David Cater's trip to Mexico to build relationships in that market. Emerging markets in the UK and Germany were also discussed due to new flights coming in through San Jose's airport which will be targeted using a developing regional partnership with San Jose and Santa Cruz. Rob explained that since many travelers, domestically but especially international, are arriving through San Jose, this is a key strategic channel to reach those travelers and an opportunity to promote Monterey County as part of a collective, regional marketing effort.

C. Agency Resources

Rob O'Keefe discussed the desire to realign agency resources to reflect the CVB's plan to focus on content building to continue to strengthen social media presence as well as strengthening international market media and PR. The concepts and media plans developed also need to be more forward thinking with more involvement in developing markets (e.g. Seattle, Dallas and Phoenix). A subcommittee including Joan Iannou, Katie Denbo, Barry Toepke (who was absent and will be asked if he wants to take part), Lorraine Yglesias and Bob Buescher will be formed to evaluate agency proposals. The subcommittee will present its recommendation to the Marketing Committee, which will make a recommendation to the Board of Directors.

D. Good of the Order

Bob Buescher would like to add the Holman Highway Roundabout to the next meeting agenda and how that will impact our visitors.

Sean Panchal would like to discuss effects that El Nino is having on tourism this season and what messaging we might be able to leverage with our digital marketing efforts, such as Trip Advisor and Expedia, etc. He mentioned there could be a possible tie-in with Priceline via our Booking.com partnership,

5. ADJOURNMENT: The meeting adjourned at 12:21 p.m.