

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Marketing Advisory Committee Meeting was held in Truckee, California, on Thursday, May 21, 2015, at 9:00 a.m. PST with Vice Chair of Marketing Jeff Senior (Fairmont Raffles Hotels International) presiding.

Attendance

Noreen Martin (Martin Resorts); Jot Condie (California Restaurant Association); Jeff Senior (Fairmont Raffles Hotels International); James Bermingham (Montage Hotels & Resorts); Gary Buffo (Pure Luxury Transportation); Rusty Gregory (Mammoth Mountain Inn); Will Withington (Enterprise Holdings); Kevin Fat (Fat Family restaurant Group); Sima Patel (Ridgmont Hospitality); Cody Plott (Pebble Beach Company); Xiomara Wiley (universal Studios Hollywood); Andy Wirth (Squaw Valley); Gene Zanger (Casa de Fruta); Tom Klein (Rodney Strong Wine Estates); Kimberly Adams (Temecula Valley Convention and Visitors Bureau); Andy Chapman (Incline Village Crystal Bay Visitors Bureau); Kathy Janega-Dykes (Visit Santa Barbara); Diane Mandeville (Cannery Row Company); Ted Molter (San Diego Zoo Global); Kathy Paver (Pier 39); Howard Pickett (San Francisco Travel Association); Matt Stiker (CityPass, Inc)

Motion by Kimberly Adams to approve the February 25, 2015 Marketing Advisory Committee Meeting minutes. Second by Commissioner Patel. Motion unanimously approved.

OFFICER REPORTS

Jeff Senior – Vice Chair of Marketing (Fairmont Raffles Hotels International)

1. Webby Awards: Comprised of a 1,000+ member judging committee, the awards consist of executives, leading web experts, business figures, visionaries, as creative celebrities and other internet professionals. Visit California.com won an award for “Best Association” website.
2. FY 15-16 Marketing Plan: The plan continues to shore up Visit California’s presence in all 14 key markets, builds online and digital programming through the Dream 365 Initiative and doubles overseas investment in trade and PR infrastructure from \$6 million to \$12 million, all the while still maintaining a healthy ration of brand spend
 - a. Breakout Sessions: Audience broke into three different breakout sessions to further drive the program dialogue – Three-year planning framework, public affairs and market prioritization
 - b. Discussion on proposed marketing plan budget and investment categories – INSERT SLIDE 141 FROM PRESENTATION
 - c. Motion by Commissioner Buffo to approve the FY 2015-16 Marketing budget. Second by Commissioner Plott. Motion unanimously approved.

3. Committees and Task Forces: marketing and communication committees have been developed to sit under the Marketing Advisory Committee and provide industry leadership in brand and content, sponsorship, rural, international, research and ROI and public relations. The committees will meet from May through January to ensure the plan and program of work is reviewed and discussed on a continual basis.

OTHER REPORTS

Caroline Beteta – California Travel and Tourism Commission

1. International Travel: Volume is up across most markets since 2008. China and Brazil are especially notable given their meteoric raise in volume of 200%+. Mexico and Canada still remain high volume international markets. The projection through 2017 is continued growth of 4% annual.
2. Domestic Travel: Thanks to the strong economy and growing work force, travel intentions are at a high point. Intentions are forecast to translate into continued growth 2%+ annual growth in domestic leisure travel over the next few years.
3. Earned/Paid Media: Investing in two broadcast opportunities this summer – Top Chef California and Two Days One Night (Korea/Pan Asia). This type of mass reach broadcast programming is a key priority in global PR efforts.
4. AMGEN Tour of California: In 2014, Visit California's AMGEN Tour sponsorship featured a fully integrates package including a daily broadcast time on NBC sport Network, Dream Big banner ads, social hub access, full-page ad and welcome letter in the official event program, on-site exposure via signage and the Dream Big Sweepstakes. This year's race has an expanded footprint through the addition of a female race element
5. China Market Expansion: The 44% growth in airlift out of the China market has doubled California's Gateway Cities from 3 to 7 and therefore requires a new approach to market coverage. The marketing plan recommendation is for \$200k to cover the three new markets of Guangzhou, Chengdu and Taipei
6. Organizational Structure: With an increased budget, there is a need for the organization to grow in stricture. The marketing department will go from 17 full time employees to 23. The Communications department will go from 14 full time employees to 18 and finally the operations department will increase their employees to 20 from the current 17 full time employees.

Lynn Carpenter – California Travel and Tourism Commission

1. TV Spot Refresh: the strategy for the TV refresh is to renew the brand commercials for a second lifecycle, but refresh with new scenes so that they are on-air by September/October 2015. The “Dreamers” refresh will feature Shaun White, Joe Montana, Sterling Johnson, and Kevin Jorgeson. The “Kids at Play” refresh will feature Bella Kenworthy and include scenes from Legoland, Mammoth Lakes and Universal Studios.
2. Dream 365: The Dream 365 project evolved from a 24 hour YouTube takeover to an ongoing video content initiative supported across all channels. Content types include large-scale, tune-in worthy events designed to generate impact and mass reach, regularly scheduled content formatted as episodic series and unique to the brand, and “always on” content, crossing multiple categories with ability to gain reach through organic discovery.
3. California Dreamers: California Dreamers grew out of Dream 265 and will serve as an inspiring, entertaining, original documentary series profiling Californian’s chasing their dreams and making them come true.
4. California Dream Eaters: An original entertainment series featuring Chase Ramsey, who takes direction from social media “foodie” recommendations on the best things in California to eat.

PUBLIC COMMENT

Vice Chair Senior opened the floor up for public comment. There was none.

ADJOURNMENT

Motion by Commissioner Condie to adjourn the Spring Board Meeting. Second by Commissioner Martin. Motion unanimously approved