

2014 MARKETING ADVISORY COMMITTEE MEETING MINUTES
California Travel and Tourism Commission
May 8, 2014 – Santa Monica, California

CALL TO ORDER

The California Travel and Tourism Commission (CTTC) Marketing Advisory Committee was held in Santa Monica, California on Thursday, May 8, 2014 at 10 a.m. PST with Vice-Chair of Marketing Jeff Senior (Fairmont Raffles Hotels International) presiding.

Attendance

Jeff Senior, Fairmont Raffles Hotels International; Kimberly Adams, Temecula Valley Convention and Visitors Bureau; Mike Gallagher, CityPass; Marilyn Hannes, SeaWorld San Diego; Jay Jamison, Pismo Coast Village; Kathy Janega-Dykes, Visit Santa Barbara; Karri Kapich, San Diego Travel Association; Jeff King, King's Seafood; Noreen Martin, Martin Resorts; Thomas See, Universal Studios Hollywood; Matt Stiker, CityPass; Xiomara Wiley, Universal Studios Hollywood; Gillian Zucker, Auto Club Speedway; Gary Buffo, Pure Luxury Transportation; Howard Pickett, San Francisco Travel; Cody Plott, Pebble Beach Company; Kathy Turner, Enterprise Holdings; Andy Chapman, North Lake Tahoe CVB; Kathy Paver, Pier 39; Don Skeoch, Discover Los Angeles.

Approval of the February 7, 2014 Marketing Advisory Committee Meeting Minutes

Motion made by Howard Pickett. Second made by Thomas See. Motion unanimously approved.

OFFICER REPORTS

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

1. Dream Big Dividend: Seeking to optimize California's marketing efforts globally and maximize ROI to stakeholders and the economy. Primary purpose of this meeting is to make space to discuss the Dream Big Dividend at the next meeting.

Caroline Beteta (California Travel and Tourism Commission)

1. National Update: Reauthorization of Brand USA coming up. Many other states are engaged and program has success.
2. Outlook Forum 2014: There was a 49% increase in registration. The program, overall, saw an increase in attendance and attendee satisfaction. New partnership/sponsorship with host city was a success – deferred cost by almost \$40,000.
3. IPW 2014: Nearly 5,000 delegates from the United States and 70 other countries. 368 travel trade appointments, an increase from 2013.
4. Ag Day 2014: Took place in March and had 19,000 people in attendance. The “California, Always in Season” campaign was announced. The event itself was an opportunity to position our industry as one of the state’s economic pillars. The governor also made a surprise appearance.
5. Dream365: The project was launched with a 24-hour takeover of YouTube in the United States, Canada, United Kingdom and Australia on February 28. Engagements and click-through rates exceeded YouTube benchmarks across all industries. In just a 24-hour period, the takeover yielded 2.5 years’ worth of branded content interaction time.

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6. “California, Always in Season:” The campaign is spread over a yearlong period. The dollars are being used to fund an integrated media program with Food & Wine magazine that includes print spread (6), video content (6), and a robust digital activation.

OTHER REPORTS

Lynn Carpenter (California Travel and Tourism Commission)

1. Dream Big China Campaign: The campaign launched on April 14 and runs through the end of the fiscal year. Total investment is \$3.3 million, and it is expected to deliver 378 million impressions.
2. Dream Big Mexico Campaign: Incremental funding allowed us to continue to expand direct to consumer activity in Mexico. The campaign launched on April 28 and runs through the end of the fiscal year. Total investment is \$1 million and it is expected to deliver 80 million impressions.
3. Metrics/ROI – 2-13: Dan Mishell (California Travel and Tourism Commission) discussed how Visit California’s advertising generated 4.2 million trips and \$7.8 billion in related visitor spending.
4. Digital Strategy Review: The Visit California consumer site has had only two updates since 2007. The site infrastructure will be updated as well as refinement of the content strategy and refreshment of the site design to maximize efficiency.
5. Traci Ward (Director of Consumer Marketing) and Code & Theory reviewed the new website design and layout.
6. 14/15 Global Marketing Work Plan: At the February meeting Visit California presented its 14/15 budget for review/consideration. Since then Visit California has been working to develop the tactical work plan for 14/15 mapping to the static budget within the three tiers.

Caroline Beteta (California Travel and Tourism Commission)

- 1. 2014-15 Proposed Budget:** Flat budget with a few minor shifts in allocation.
 - a. Global Brand Advertising: Static budget will allow us to reach three markets – U.S., Canada & U.K. at similar levels to this FY (NOTE: U.K. plan will suffer because of exchange rate challenges).
 - b. Global Digital: Reduced slightly as 13/14 budget was higher to support infrastructure project.
 - c. Country specific Trade/PR budgets are flat across all markets.

FY14/15 PROPOSED BUDGET

Global Marketing	Proposed Baseline	Change from 13/14	Baseline +\$5M anticipated incremental	Change from 13/14
Global Brand Advertising	\$26,450,000	1%	\$30,800,000	17%
Global Digital	\$1,250,000	-20%	\$1,250,000	-20%
Global Content	\$1,250,000	0%	\$1,450,000	16%
Global Travel Trade	\$630,000	0%	\$630,000	0%
Global Research	\$800,000	0%	\$800,000	0%
Global Consumer Co-op	\$1,857,000	0%	\$1,900,000	2%
Communications	\$1,405,000	0%	\$1,405,000	0%
Industry Relations	\$1,330,000	0%	\$1,330,000	0%
Welcome Centers	\$30,000	0%	\$30,000	0%
International Travel Trade and PR	\$6,556,000	0%	\$6,881,000	5%
Marketing Administration	\$662,000	-27%	\$744,000	-18%
TOTAL Global Brand				

Vote FY14/15 Global Marketing Program of Work

Vice Chair Senior asked for a motion to approve the budget. Motion made by Thomas See.
 Second Motion made by Mike Gallagher.

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“The Dream Big Dividend”

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

1. Commissioner Senior reviewed the Dream Big timeline.
2. MeringCarson (Visit California’s Advertising Agency) reviewed the \$100 million plan framework, including media flow charts based on a \$100 million plan.
3. MeringCarson reviewed the experience pillars strategy, which would be fully activated in the \$100 million plan. The pillars are Luxury, Entertainment, Outdoor, Culinary and Family.

PUBLIC COMMENT

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

ADJOURNMENT

Motion by Matt Stiker to adjourn the Marketing Advisory Committee. Second by Commissioner Martin. Motion unanimously approved.