



# **ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT**

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## **MINUTES**

**Wednesday, May 20, 2020 at 2:30 P.M.**

**Telephone Conference - Call In Number: (716) 293-7296, PIN: 04092**  
**Video Conference – URL: <https://www.uberconference.com/room/bigredmktg>**  
**Atascadero City Hall - 6500 Palma Avenue, Club Room**  
**Atascadero, California**

### **CALL TO ORDER:**

Chairperson Alexander called the meeting to order at 2:47 p.m.

### **ROLL CALL:**

**Present:** Chairperson Alexander, Board Member Caprau, Board Member Harden, Board Member O'Malley, Board Member Sohi

**Vacant:** None.

**Absent:** None.

**Staff Present:** Destination Management Consultant Hanna Meisinger, Destination Management Consultant Amanda Diefenderfer, Marketing Consultant Ashlee Akers and Deputy City Manager/Outreach Promotions Terrie Banish.

### **APPROVAL OF AGENDA:**

**MOTION:** By Board Member O'Malley and seconded by Chairperson Alexander to approve the agenda with the modifications to table Business Item B-1 until the June Board Meeting and shift Business Item B-4 to discuss before item B-2.

***Motion passed 5:0 by a roll call vote.***

**PUBLIC COMMENT:** Mary Verdin.

### **A. CONSENT CALENDAR**

#### **1. ATBID Draft Action Minutes – April 15, 2020**

- Recommendation: Approve the Draft Action Minutes of April 15, 2020. [Big Red Marketing]

**MOTION:** By Board Member Sohi and seconded by Board Member O'Malley to approve the consent calendar.

*Motion passed 5:0 by a roll call vote.*

## **B. BUSINESS ITEMS**

### **1. Election of Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board**

- Recommendation: ATBID Board to elect one member to serve as Vice Chairperson for the ATBID Advisory Board. [Big Red Marketing]
- Fiscal Impact: None.

This business item was tabled until the June Board Meeting during the approval of the agenda.

### **4. COVID-19 Strategic Plan for Recovery**

- Recommendation: Approve the COVID-19 Strategic Plan for Recovery. [Verdin]
- Fiscal Impact: TBD.

Destination Marketing Consultant Akers presented the COVID-19 Strategic Plan for Recovery (Exhibit A) including its strategy and tactics and answered questions from the Board.

**PUBLIC COMMENT:** None.

**MOTION:** By Board Member O'Malley and seconded by Board Member Sohi to approve the COVID-19 Strategic Plan for Recovery.

*Motion passed 5:0 by a roll call vote.*

### **2. AdHoc Committee Update**

- Discuss and provide staff direction on the AdHoc Committee update. [AdHoc Committee]
- Fiscal Impact: None.

Board Member O'Malley presented the AdHoc Committee update and provided a background on the AdHoc Committee goals for the new Board Members. Board Member Sohi shared additional details about the AdHoc Committee. Board Members O'Malley and Sohi answered questions from the Board. City Staff Rickard explained the Draft Resolution in detail to the Board and public to ensure a general understanding.

**PUBLIC COMMENT:** None.

**MOTION:** By Board Member O'Malley and seconded by Chairperson Alexander to recommend the City Council adopt the resolution as presented through a consent calendar action.

*Motion passed 5:0 by a roll call vote.*

### **3. Mid-State Fair Updates**

1. Mid-State Fair Sponsorship Update: Discuss and provide staff direction on the Mid-State Fair Sponsorship Update. [Big Red Marketing]  
Fiscal Impact (GL 2502): \$7,500.
2. Mid-State Fair's Showcase of Cities: Provide staff direction on Visit Atascadero's participation in the Mid-State Fair's Showcase of Cities window display. [Big Red Marketing]  
Fiscal Impact (GL 2502): \$300-\$3,000.

Destination Management Consultant Meisinger shared the update from the Mid-State Fair Board that they chose to wait and take in information to determine the plan for the 2020 Mid-State Fair and that the event is scheduled to run as planned during this time. The Board discussed opportunities to revise the sponsorship contract. Deputy City Manager Banish shared additional contract information and answered questions from the Board.

**PUBLIC COMMENT:** None.

**MOTION:** By Boar Member O'Malley and seconded by Board Member Sohi to decline the current Mid-State Fair opportunities from item 1 and 2 and direct staff to work with the Mid-State Fair staff to provide updated sponsorship opportunities at the June Board Meeting based on a better understanding of 2020 Mid-State Fair event model.

*Motion passed 5:0 by a roll call vote.*

### **5. Event Tiers and Sponsorship Application Revision**

- Recommendation: Discuss and provide staff direction on the revised event tiers and sponsorship application. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Meisinger reported the modifications to the tiers. Considering the unprecedented times, it was determined it is in the best interest to table this item until more normal event activity resumes.

**PUBLIC COMMENT:** None.

**MOTION:** By Board Member O'Malley and seconded by Board Member Sohi to table this item for discussion at a future Board Meeting.

*Motion passed 5:0 by a roll call vote.*

### **6. Monthly Marketing Statistics Summary**

- Recommendation: Receive and file Marketing Statistics Report. [Verdin]
- Fiscal Impact: None.

Marketing Consultant Akers presented the marketing update for the month of April and answered questions from the Board. Akers also presented information on the Visit SLO CAL Market Performance by Community.

**PUBLIC COMMENT:** Brendan Pringle.

**The Monthly Marketing Statistics Summary  
was received and filed by the Board.**

**7. Monthly Budget Report**

- Recommendation: Receive and file Budget Report. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Meisinger presented information about the budget and answered questions from the Board. Chairperson Alexander appointed an AdHoc Committee of Board Member Harden and Board member Caprau to review the 20/21 fiscal year budget plans taking into consideration anticipated changes in revenue.

**PUBLIC COMMENT:** None.

**The Monthly Budget Report  
was received and filed by the Board.**

**C. UPDATES**

1. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi provided updates from the Visit SLO CAL TMD Board Meeting including information about their partnership with Tourism Economics to provide more information about guiding decisions. Board Member Sohi answered questions from the Board.
2. Visit SLO CAL Marketing Committee Update – City Manager's Office – Deputy City Manager Banish provided updates from the Visit SLO CAL Marketing Committee and answered questions from the Board. This information included Visit California marketing in-state only for the first time.
3. Visit SLO CAL PR Task Force – Verdin –Marketing Consultant Akers did not have an update from the PR Task Force but did share the Visit SLO CAL wave phased recovery approach (Exhibit B) and answered questions from the Board.
4. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger presented updates to the Board including information on upcoming agenda items and the Visit SLO CAL TIMB Board seat election. Meisinger answered questions from the Board and requested any COVID-19 resource requests be sent.
5. City Business Update – City Manager's Office – Deputy City Manager Banish provided updates from the City and answered questions from the Board. The City has adopted the campaign "Be Safe. Be Calm. Be Kind." The City has multiple safety campaigns going on.

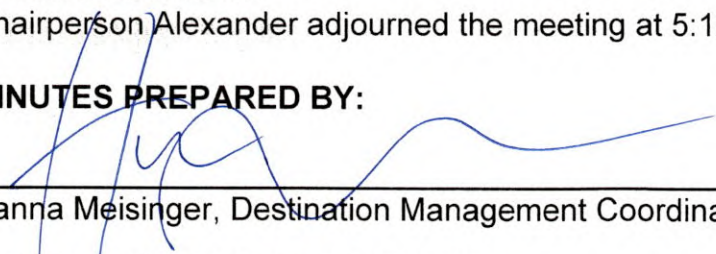
### **C. BOARD MEMBER COMMENTS**

Board Member Alexander – Welcomed new Board Members to the Advisory Board.  
Board Member O'Malley - Requested utilizing the City's Zoom for the June Board Meeting.  
Board Member Caprau – Requested a contact information sheet for the fellow Board and staff members.

### **D. ADJOURNMENT**

Chairperson Alexander adjourned the meeting at 5:12 p.m.

### **MINUTES PREPARED BY:**



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Hanna Meisinger, Destination Management Coordinator

Exhibit A – COVID-19 Strategic Plan for Recovery  
Exhibit B – Visit SLO CAL Report

**APPROVED:** June 17, 2020

# Strategic Plan For Recovery Marketing

May 20, 2020



# Roadmap To Recovery

# Background

Visit Atascadero paused all paid media and public relations efforts in response to the COVID-19 pandemic and to align with messaging indicated by the shelter-in-place order from the County of San Luis Obispo and the governor of California on March 19, 2020.



# Objective

Rebuild our local tourism industry and increase overnight stays in Atascadero.



# Strategy

- Develop a multi-tiered recovery plan that delivers action-oriented content about Atascadero experiences to targeted trip motivators in areas throughout California drive markets.
- This strategy is intended to serve as a road map for our efforts while outlining collaboration opportunities for tourism partners. Our community-focused approach will empower us to overcome current challenges and rebuild tourism in our destination.

# Messaging Focus

# Messaging

1. Safety: The health and safety of our residents and visitors is our first priority. Our community is working together to follow the proper health and safety guidelines.
2. In-state travel: Target our neighboring communities and then slowly reaching out to farther drive markets.
3. Outdoor/distancing activities: Visit Atascadero will emphasize our abundance of outdoor activities that enable visitors to explore while respecting social distancing guidelines.

# Trip Motivators

# Recharge

Recharge trips are driven by JOMO - the joy of missing out - and characterized by the need to escape from everyday stress and take time to restore a sense of harmony and balance.

- Nature and outdoor activities are seen as the solution to a hectic lifestyle
- Often involves taking a road trip to off-the-beaten-path destinations
- People who take these trips appreciate green activities and accommodations
- They see wellness holistically and place mindfulness and well-being activities as a priority when they travel.



# Recharge

- 60% travel as couples
- 51% are between the ages of 18-34 while 36% are between 35-54
- On average they spend \$105 per person/per day
- 39% like taking road trips
- 47% used destination websites when planning their trip

# Immerse

Immerse trips are characterized by a desire to live like a local and find enrichment through local lifestyle. This motivator is divided by those traveling with or without kids.

- Memories are shaped by the new people they meet and unique experiences
- People who take this kind of trip are drawn to the charm and authenticity of a small town as opposed to touristy, over-developed locations
- They enjoy traveling somewhere different every time they plan a leisure trip
- Often involves visiting unique local businesses and restaurants, wineries and breweries, farmers markets, and historical sites



# Immerse

*(Without Kids)*

- 54% travel as couples, 25% travel with friends
- 36% are between the ages of 18-34, 29% are 35-54 and 35% are 55+
- On average they spend \$113 per person/per day
- 29% like taking road trips
- 49% used destination websites when planning their trip



# Immerse

*(With Kids)*

- Represents 11% of total travel spend
- 32% are between the ages of 18-34, 52% are 35-54 and 16% are 55+
- On average they spend \$107 per person/per day
- 30% like taking road trips
- 60% used destination websites when planning their trip

# Target Markets

The image shows the silhouettes of three tall palm trees against a vibrant sunset sky. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon. The palm trees are positioned on the left side of the frame, with their fronds clearly visible against the colorful background.

# Target Markets

- Monterey/Santa Barbara Counties
- Los Angeles
- South Bay Area
- Central Valley/Bakersfield

# Owned Media

## *Social Media/Email Marketing*

# Goal & Objectives

**Goal:** Position Atascadero as a viable destination through social media and email marketing

## **Objectives:**

1. Increase engagement with our social community by 15% (pre-COVID-19 level)
2. Support 2-3 local businesses per week through social channels and monthly through email marketing activities

# Messaging

1. Craft messaging that is honest and eases tension regarding being in public spaces, using information from reputable public health and tourism sources
2. Encourage visitation when appropriate based on direction from county and state leadership
3. Show posts of people having fun in Atascadero while also social distancing

# Tactics

1. Develop POV stories showing the outdoor experiences you can enjoy in Atascadero (highlight ability to socially distance yourself)
2. Social Media Takeovers
  - a. Show businesses taking proper precautions
  - b. Immerse pillar - show behind-the-scenes experiences like producing cider at Bristols
  - c. Recharge pillar - host a guided hike on the Three Bridges Trail or a yoga experience in Sunken Gardens

# Tactics

## 3. Campaigns & Giveaways

- a. Develop two giveaways
  - i. Destination package for a local frontline worker
  - ii. Destination package for a potential visitor
- b. Coordinate with local businesses to build package offerings. Activities will match the Trip Motivators
- c. Develop social/paid campaign to promote both giveaways
- d. Create social graphics and story graphics to encourage people to enter
- e. Boost giveaway posts

# Tactics

## 4. General Awareness Campaign

- a. Develop campaign theme
- b. Work with local businesses as the face of the campaign
- c. Build asset library with rich content
- d. Video of how Atascadero is adhering to reopening guidelines (e.g. Atascadero is Back in Business and Staying Safe)

# Earned Media

## *Public Relations*

# Goal & Objective

**Goal:** Share the Visit Atascadero experience with writers and influencers to extend the reach of the destination message. Particularly, focusing on sharing the destination through virtual or shipped experiences that offer an initial introduction while the destination prepares for the time when non-essential travel is again encouraged

**Objective:** Be featured in up to five publications/digital media

# Outlets

1. Freelance writers
2. Key influencers/contributors
3. Western regional publications

# Tactics

## Itineraries & Virtual Tours

1. Create three inspirational itineraries for visitors. These itineraries will be designed by trip motivator and will include activities that would interest these specific groups based on the core message points above.
2. Develop three virtual tours (examples: hiking, Margarita Adventures, Atascadero Brews & Burger Trail). Reach out to local businesses that have custom virtual tours to share on social channels.

# Tactics

## Itineraries & Virtual Tours

3. Create six-eight Brews & Burgers Trail tasting kits to send to key media for potential story generation (press release/pitches)
4. Redefine Atascadero within the arts and history pillar sharing the new mural experiences and walking tour (TBD)

# Partnerships & Collaborations

# Goals & Partners

1. To extend reach and ability to share the Visit Atascadero story with visitors and residents alike
2. To build relationships with key partners and find ways to collaborate and leverage resources

## **Partners:**

1. Visit California
  - a. Participate in virtual FAMs, co-op programs, and monthly PR opportunities when available
2. Visit SLO CAL
  - a. Participate in virtual FAMs and co-op programs when available
3. Atascadero Chamber
4. Local businesses
5. Nearby destinations

# Signage

# Signage

Develop messaging (example: "Atascadero Strong" Or "Atascadero - Open for Business.") and signage placement opportunities to show community support. This would include two to six signs that could take advantage of the destination's proximity to the highway and within the downtown area.

# Budget

# Budget

\$45,000 (July 2020 - November 2020)

- Social Videos: \$5,000
- Social Media Takeovers: \$ 5,000
- Campaigns & Giveaways: \$10,000
- Public Relations Tactics: \$5,000
- Partnership Programs: \$10,000
- Signage: \$10,000

**TOTAL: \$45,000**

# Questions?

# VISIT SLO CAL FY20-21 OBJECTIVES

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## Marketing Objectives

- Build awareness of the SLO CAL brand while educating consumers on the unique destinations that make up the county
- Develop stronger and deeper engagement with visitors
- Drive demand for high-yielding visitation to the county
- Activate pathways to accelerate COVID-19 crisis recovery for our tourism industry

## Communication Objectives

- Leveraging the California Less Traveled
- Highlighting key Experience Pillars: Outdoor, Food & Drink, Barefoot Luxury, Family, Culture
- Demonstrating road-trip experiences
- Featuring unique Lodging Mix (hotels, B&Bs, vacation rentals, RV parks, and camping sites)

## Media Objectives

- Build awareness of the SLO CAL brand and destination in key markets
- Drive incremental demand for visitation to the county



# PHASED RECOVERY APPROACH

	Now	Wave I	Wave II	Wave III
<i>Estimated Timing*</i>	<i>Current</i>	<i>July – August</i>	<i>September – December</i>	<i>January - June</i>
Traveler Status	Social Distancing	Reduction of stay-at-home orders, likely financial & psychological impacts	Settling into a new normal, tentative but considering travel	Comfortable traveling again, considering further destinations
Messaging Focus	Inspirational, Good News Content, Virtual Experiences	Inspirational & informational (safety, etc.); avoid anything tone-deaf	Increase consideration, encouraging, “plan now” type CTAs	Full Funnel
Tactical Focus	Owned Channels, Organic Social	Low-funnel & pull-tactics Paid Search and Paid Social	Higher Funnel Awareness & Engagement	Full Funnel
Market Focus	Local, Drive	Immediate drive markets	California drive markets Prioritize LA & SF Potentially long-haul out-of-state drive markets	All Target Markets, including out-of-state fly

*\*Note: phased campaign timing will need to flexible based on market conditions*

# TIMING CONSIDERATIONS

## Wave I

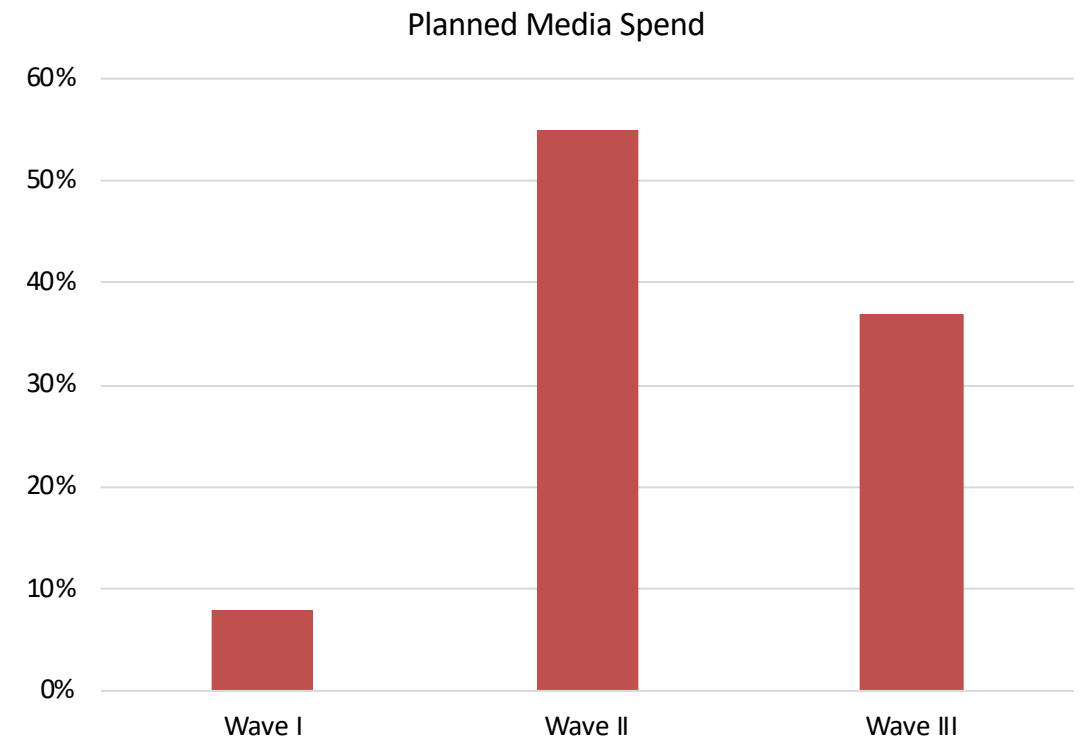
- ✓ May begin as early as July
- ✓ Will begin with lower spend levels in fewer channels (SEM and Social) to test performance and ensure messages are resonating before expanding our media mix

## Wave II

- ✓ Consumers starting to consider travel again
- ✓ Will likely be a cluttered period in travel advertising, requiring increased spend in always-on tactics and higher investment in high funnel awareness & engagement tactics like CTV and Rich Media
- ✓ Most critical period will demand highest spend levels

## Wave III

- ✓ Will see return to more average monthly spends across fewer, best performing tactics



# FY2021 MEDIA TIMELINE

