



**Marketing Council Meeting Minutes
July 29, 2020
Virtual Zoom Meeting**

Marketing Council Members in Attendance: Stuart Butler, Steve Mays, Matt Klugman, Monty Morrow, Alex Husner, Robert Stinnett, Ryan Moore, Bill McGonigal, Theresa Koren, Ben Vukov

Staff in Attendance: Karen Riordan, Scott Schult, Diane Charno, Bob Harris

Others: n/a

Call to Order: 3:03 p.m.

Approval of Minutes: Motion: Steve Mays, 2nd: Matt Klugman, All approved.

- **TIP 2021 Discussion** – Scott Schult provided an update on TIP including sharing new program options for 2021 such as Bandwango’s destination experience engine. Karen Riordan provided an update on Chamber renewals. Renewals have been positive so far, although challenges are anticipated as some businesses remain closed due to pandemic. Diane Charno provided an overview of Bandwango and updates on visitor guide inventory and potential approaches for 2021. Bob Harris provided an update on group sales TIP benefit recommendations, including potential virtual FAMs and trade show recaps. The CVB will pull together a nonlodging taskforce to provide input on related benefits. The CVB will also move to finalize pricing models, program benefits, communications and sales strategy and materials within the next 30 days. Executive Committee will discuss forecasts and pricing models.
- **Marketing Update** – Scott Schult provided an update on phase 3 recovery marketing efforts, including re-instating advertising in states with advisories. Schult also provided an update on TIP referral revenues and influenced revenues which have a \$15.1 million impact year to date. The Flip.to dashboard and reporting continue to be improved and enhanced reporting is being rolled out for each participant. Schult also shared that air service continues to decline due to the pandemic. The CVB is submitting an application for CARES Act recovery marketing grant via SCPRT. Diane Charno provided an update on Public Relations efforts which are focused on promoting summer offers, visit responsibly messaging, including mask mandates, and correcting misinformation related to the pandemic. This includes bringing Associated Press into market for fresh socially distanced photography, messaging showing declining cases figures.
- **Research** – Karen Riordan provided an update on research, including recommendations from the Lodging Metrics Taskforce, including the analysis. The two vendor finalists have been contacted for proposals.

- **RFPs** – Karen Riordan provided an update on remaining RFPs for the year, including the Public Relations RFP presentations which will take place in early August. The Media RFP will be deployed in August and the Creative RFP will be deployed in October.
- **Next Meeting** – The next marketing council meeting is scheduled for August 18th at 9 a.m.

Adjourned: 4:30 p.m.