

SARASOTA CONVENTION & VISITORS BUREAU
Marketing Committee Meeting
November 17, 2010 – 3:30 PM
Sarasota Visitor Information Center

Minutes

In attendance: Mindy Pieper, Laurie Pike, Leslie Power (Board liaison), Morgan Gerhart, Curtis Odom, Laurel Corriveau, Jeff Walker, Beth Owen Cipielewski, Gordon Greenfield; and the Chappell Roberts team of Erin Gray, Robyn Walters, Margaret Norquist, Cindy Troupin, and Sarah Tildsley.

SCVB Staff: Anne Zavorskas, Virginia Haley, Erin Duggan.

Excused Absences: Mary Kay Ryan, Josh Haas.

Unexcused Absence: John Fisher; Grayson Schrantz.

The meeting was called to order by Mindy Pieper, Chair of the Marketing Committee, and introductions were made.

Virginia Haley outlined the role of the Marketing Committee in providing input and advice on marketing programs and reminding committee members that they should be wearing their ‘Sarasota County destination’ hat for the purpose of these meetings. Next, she briefly went over the parameters of the Sunshine Law, noting that any items to be discussed among committee members should be put on the agenda and discussed at the committee meetings.

Anne Zavorskas gave a short marketing update. The tag lines reviewed at the Orientation meeting were narrowed down to the top ten, and five of them were tried out on a focus group. The results were that Go Beyond The Beaches still resonates and there needs to be more vibrancy in the messaging. Ms. Zavorskas will email the results of the focus group to committee members.

Ms. Zavorskas talked about collaboration with the Public Relations Committee in developing a media plan and strategic timeline and messaging. She presented a handout of PR themes and timelines, and explained that the PR Committee meeting earlier in the day resulted in extending the eco-based/birding theme strategy. Erin Duggan, Director of Communications, spoke to the committee about the pro-active pitching theme strategy on the handout, the Sara campaign of finding people named Sara who represent different aspects of Sarasota – Eco-Sara, Family-Friendly Sara, Romantic Sara, Cultural Sara, Culinary Sara, etc., and selecting four to six people named Sara to win prizes.

The next item on the Agenda was input on selection of a new logo. Sarah Tildsley of ChappellRoberts explained the basic requirements of a logo. It must represent the brand, work with positioning lines, be clean (for now islands will not be listed), appeal to all, be capable of being reduced or enlarged as needed, and stand out from the competition. Virginia Haley stated the brand promise of Sarasota: Sarasota County is a place where

you can express yourself by creating your individual vacation experience. Committee members suggested other ways of stating this: confidence and style, somewhere between preppy and Tommy Bahama, affordability with quality, aspirational. The committee discussed the target demographic, which is different in the summer (family, lower spending, nature, Florida drive market, and international) than in the winter (empty-nesters, high education, high income).

Erin Gray of Chappell Roberts observed that the SCVB needs to craft images carefully. The current logo looks expensive and is flat, plain and not colorful. She passed around a board illustrating logos of Sarasota's competitors. There was a discussion of why to change the logo. The ChappellRoberts team presented 13 possible new logos for committee reaction. Following is a snapshot of the logos and overall reaction.

1. Favorable as to typeface, but dots are a problem.
2. Too trendy and cold.
3. Too childish. (Multi-colored lettering)
4. Too childish. (Multi-colored lettering)
5. Favorable but graphic too dominant.
6. Positive, cultural and good font, but don't care for graphic.
7. Don't like (Seahorse motif).
8. Don't like (Seahorse motif).
9. Don't like (Seahorse motif).
10. Favorable as to color and font, but make graphic more like bird of paradise.
11. Good font; bad graphic.
12. Good font; bad graphic.
13. Graphic not good.

The committee consensus seemed to be that they like the colors selected and they prefer a darker typeface to stand out. Due to shortness of time, Anne Zavorskas suggested further discussion by the committee by way of a conference call, at which attendance would be optional.

The last item on the Agenda, tourism marketing grant update, is carried over to the next meeting. The meeting adjourned at 5:10 PM.