



LONGBOAT KEY | SARASOTA | LIDO KEY | SIESTA KEY | VENICE
CASEY KEY | MANASOTA KEY | ENGLEWOOD | NORTH PORT

SCVB MARKETING COMMITTEE
July 13, 2011, 3:30 PM
Sarasota Visitor Information Center

Minutes

In attendance:

Committee Members: Mindy Pieper, Chair; Grayson Schrantz, CYD student; Josh Haas; Mary Kay Ryan; Beth Owen Ciplewski; Morgan Gerhart; Laurie Pike; and Rob Ferguson, Hotel Sales Committee representative.

SCVB Staff: Anne Zavorskas, Erin Duggan, Kelly Defebo, Jason Puckett, and Janis Holland
Vendor Representatives: Erin Gray and Robyn Walters from ChappellRoberts; Matt Sattel and Danny Watts from atLarge.

Excused absence: Leslie Power (Board liaison); Gordon Greenfield.

Mindy Pieper, Chair, opened the meeting, welcoming the attendees and asking anyone interested in serving on an Advisory Committee next fiscal year to fill out an application form.

Kelly Defebo addressed the committee, explaining the need to formalize the meetings sponsorship going forward. She presented a draft policy for meeting sponsorships, along with draft application, for review by the committee prior to presentation to the Board for approval. The committee members had questions and suggestions, as follows:

- The reference to 'city-wide' in item 2 of the Requirements should be changed to county-wide.
- What is the maximum amount of a sponsorship? There is no specified amount as it would be dependent on the potential financial impact of the event.
- How do meeting/event planners know about this program? Generally, meeting/event planners either contact the SCVB or an individual hotel at the beginning on the planning process. Hotels are aware of the sponsorship program and reach out on behalf of meeting planners. Also, meeting planners generally know to ask about sponsorship.
- Is this the same for trade shows? No, this is a separate budget item from trade shows.

The committee consensus was to approve the draft policy and application, with the change noted above.

Next, Erin Duggan, the SCVB's Communications Director, talked about Savor Sarasota Restaurant Week. The Board of Directors has asked for input from the Marketing Committee as

to how the SCVB might take Savor Sarasota to the next level. The Board has discussed the possibility of a festival or event related to Savor Sarasota to increase room nights. Ms. Duggan asked for the committee's thoughts, and they are as follows:

- Some people would like to see the return of a lunch special.
- The Hotel Sales Committee recommends hotel and restaurant week packages, marketed to Orlando and beyond, such as a minimum two-night stay with a one free dinner voucher.
- A dine-around coupon was discussed, but it would be a logistical nightmare.
- The concept of additional price points for higher-end restaurants was discussed, as it would allow those restaurants to offer regular-sized portions or a better selection of entrees without losing money, and there was some agreement that it could work if it was not too complicated.
- Ms. Duggan asked the committee for its thoughts of the SCVB partnership requirement, and it was equivocal in its response.
- The goals of Savor Sarasota are to raise the culinary brand awareness for Sarasota and to increase room nights.
- Although sharing email lists for advertising purposes might be helpful, it would require a specific opt-in that might be difficult to obtain. However, Facebook advertising could be helpful.
- Ms. Duggan raised the question about a Taste of Sarasota event, but again did not receive much feedback on the idea.
- One suggestion was a sort of bingo promotion with partners, where the more partners a participant visited, the more likely the prospect of winning a prize.
- One suggestion was to start the promotion one week later to drive room nights for families whose children still are in school the first week of June.
- Another suggestion was for the SCVB to provide concierge service for restaurant vouchers to provide added value. Ms. Duggan asked if restaurants would be willing to participate in the voucher system and would restaurants be able to opt out of the voucher system. The concept was discussed with no committee consensus.

If committee members have additional ideas or comments, please email them to Erin Duggan.

Next, Anne Zavorskas accompanied by Chappell Roberts and atLarge gave a PowerPoint presentation about Advertising and Online Media, recapping FY2011 with the information that gross print impressions increased 20%, co-operative advertising generated approximately 40,000 leads, and there was a huge increase in online impressions due in large part to Siesta Key Beach being named number one in the U.S. Television advertising is going on now and the ads will be shown later in this meeting. New items are: new branding generally and advertising co-op branding, new niche co-op opportunities, no requirement for print advertising, and no separate landing pages for advertising, but instead a direct link to properties. Most niche advertising will be done through Google. However, we are currently running Facebook ads and we need to increase that investment. We have purchased the Sarasota page on Trip Advisor and will purchase the Siesta Key page as soon as we have funds to do so (after co-op sales at the end of August).

Some of the decision points for print media are:

- What other publications should we be considering?
- Look at the timing for what advertising we are running at various time periods and see if you have any suggested changes.

Comments from committee members:

- Collinson leads need to be received in a more timely fashion. Run the Collinson In-State advertising earlier, if possible.
- Are co-op ads only presented at co-op marketplace? No, but that is the big push. There may be leftover opportunities later.
- Consideration of a pilot Siesta Key restaurant co-op ad.
- Conduct a Tourism University "how to" session prior to the Co-op Marketplace.
- Why are all sports ads focused on golf? Where are other sports? Jason Puckett noted that golf and fishing are the two main areas tourists look for. There was a discussion to substitute fishing instead of some of golf.
- Consider advertising in Chicago first quarter for a Midway Airport airline.

For cooperative advertising, some comments included:

- Limited service properties need help with marketing.
- Possibility of providing a listing (no photo) for limited service properties to allow a very low price point.
- Problem with listing longer names on web ad buttons on co-op banners.
- How often to send comprehensive results to partners? Consensus is for calendar quarterly reporting.

If anyone has additional thoughts on cooperative advertising, email them to Anne Zavorskas.

The ChappellRoberts team then shared the television advertising spots with the committee, noting that these spots are now running in the Tampa and Orlando markets and will be shown out of state during winter months.

Anne Zavorskas reminded the committee that there will be a meeting on September 6th at 3:30 PM to consider tourism marketing grant applications.

The meeting adjourned.