

SARASOTA CONVENTION & VISITORS BUREAU
Marketing Committee Meeting
April 13, 2011 – 3:30 PM
Sarasota Visitor Information Center

Minutes

In attendance: Mindy Pieper, Laurie Pike, Mary Kay Ryan, Josh Haas, Gordon Greenfield; Grayson Schrantz; along with guests Erin Gray of Chappell Roberts and Matt Sattel of atLarge, Inc.

SCVB Staff: Anne Zavorskas, Erin Duggan, Janis Holland.

Excused Absences: Morgan Gerhart, Rob Ferguson, and Beth Owen Cipielewski. Leslie Power, Board Liaison, did not attend.

The meeting was called to order by Committee Chair Mindy Pieper. It was noted that no representative from the Economic Development Council has been assigned to this committee. John Fischer of the Artist Series and representative of the Arts Alliance of Sarasota County has not attended any committee meetings since the orientation.

Anne Zavorskas presented information on the 2012 draft advertising and media budget, noting that the 2011 media budget was approximately \$840,000, the 2011 co-op marketplace was successful due largely to this committee's suggestion that it be moved from November to August, and that the 2012 co-op marketplace will be held in August also. The media budget will remain essentially the same, with more niche marketing in 2012. The online budget will be approximately \$369,000, with reduced cost and increased impression for partners.

A new print media plan will be reviewed at the July 13 committee meeting, offering more niche publication and co-op opportunities. Online advising opportunities also will offer more targeted niche opportunities. The main decisions to be made regarding 2012 media advertising are:

1. Should the requirement for buying print advertising to qualify for online advertising be retained or eliminated?
2. Are there any other months/seasons in which we need to offer media options?
3. Are there any different publications or online locations that should be considered?
4. Should an exclusive buy of all tabs in an online ad be allowed?
5. How should overselling opportunities be handled, as to production costs?

Responses from the committee members included:

- Offer a middle option to give a discount for buying print along with online media, or some other bundling option.
- Consider airline magazines. Erin Duggan noted that some airline magazines will do a destination story in conjunction with purchase of a certain amount of paid print advertising.

- Why are Orbitz and Expedia not included in online advertising? Price is the reason. Trip Advisor is the sister to Expedia.
- The current multi-tab online ads show of the variety of the destination. Allowing an exclusive buy-out of all tabs would tie the destination too closely with that advertiser. And, since the SCVB is subsidizing part of the advertising in co-op, it would give the exclusive advertiser proportionally more subsidy than to other participants.
- Overselling creates financial obligation for the SCVB that is not budgeted, so if partners want additional advertising opportunities that are not initially available because they are sold out, creation of additional opportunities would require a proportional additional production fee to be charged.
- Other solutions to the overselling situation are (1) don't oversell at all; or (2) charge a premium for desirable advertising and offer discounts for early buying.

Next, Anne Zavorskas and Erin Gray presented the new creative campaign designed by ChappellRoberts. Ms. Zavorskas described where the SCVB was in 2008, how the advertising evolved, and the research work that went into the new creative program. She then unveiled the new logo, featuring the tagline "Florida's Gulf Coast," along with the print and online advertising look, featuring the Colors of Sarasota.

The response of the committee members was favorable, especially noting that the change in the tagline to Florida's Gulf Coast is excellent. When asked, Erin Gray noted that the timeline may allow for advertising using the new creative program might begin in June/July for in-state advertising.

Ms. Zavorskas reminded everyone about the Advertising Rollout on May 26th at the Sarasota Opera House, with invitations to arrive by mail.

The next meeting of the committee will be on July 13, 2011 at 3:30 PM.

The meeting adjourned at 4:35 PM.