



Marketing Council Meeting Minutes

January 28, 2021

Meeting via Zoom

Marketing Council Members in Attendance: Stuart Butler, Steve Mays, Alex Husner, Ryan Moore, Tom Tse, Theresa Koren, Bill McGonigal, Pablo Chavez, Woody Brownson, Clay Brittain, Heidi Vukov, Rachel Beckerman, Alberto Semidej, Ryan Swaim, Tracy Conner

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

Others: Radha Herring, John Rutenberg, O'Neil McCoy, Stewart Colovin, Brandon Sanders, Rick Dunn, Sara Knipp, Aimee Arnoldi, Bill Steinke

Call to Order: 10:01 a.m.

Approval of Minutes: Motion: Ryan Swaim, 2nd: Heidi Vukov, All approved.

- **Spring Media Plan Update** – Bill Steinke from MMGY provided an overview of the high-level media strategy for spring 2021. Key targets included “Focused Families and “Beach Bound or Bust” audiences. Fifty core markets were identified following market audit – 31 primary markets and 19 secondary markets. Strategy is to expand reach, while eliminating waste by activating behavior and intent based audiences against national and regional markets to ensure we reach our consumer regardless of origin. Media investment will be shifted into channels with full-funnel approach in mind to reach incremental audiences and drive site engagement. Channels include Integrated Packages, Linear & Digital TV, Cross Channel Programmatic, Paid Social, Travel Endemic/OTA and Paid Search. Total media budget is \$3 million and run between February and April.
- **Brand Campaign Update**– The creative team from MMGY presented an update on the brand campaign concepts for 2021. The approach is to build from the brand foundation including owning the brand essence “We Belong at The Beach”, starting from the inside out first with a local community effort, making it personal with relevant messaging tailored for the local or visitor audience, and to give it away where we have both locals and visitors embrace the brand. Local message is “We are The Beach” and visitor message is “You Belong at The Beach”. Photography will be important and reflect the warm, approachable style of the community, as well as the diversity and family-focus. Photography shared with for position only as there will be production shoots scheduled for final imagery. Council input recommended emphasis on families will strong calls to action and ongoing ad testing to continually optimize messaging. Activating residents and local partners will also be important. Council was asked to continue to share input and MMGY will continue to refine in preparation for summer launch.

- **Other Business** – Diane Charno provided an update on the Brand Amplification programs, as well as the spring public relations initiatives. The PR team will be conducting virtual media mission events in lieu of traditional media mission trips this spring. Updates on the various programs and monthly reports have been shared with council via Box.

Adjourned: 11:35 a.m.