

Walton County Board of County Commissioners

*76 N. 6th Street
DeFuniak Springs, FL 32433
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Meeting Minutes - Final

Tuesday, March 21, 2017

2:00 PM

Regular Meeting

South Walton Annex

TDC Marketing Committee

Call To Order - Chair

Chairwoman Marilyn MacCollum called the meeting to order at 2:03 p.m.

Quorum Call - Chair

Present 8 - Dan Keyser, Lori Smith, Marilyn MacCollum, Sarah Bailey, Sarah Brazwell, Stacey Brady, Tracy Louthain, and Nancy Stanley

Absent 1 - Jim Richard

Public Comment on Agenda Items - Chair

Marilyn MacCollum asked for public comments. No public comments were made. She advised there would be an opportunity for public comment at the close of the meeting, as well. The notes below are from the end of the meeting when Marilyn MacCollum asked for the second time if there were any public comments.

Maureen Holden, Marketing Director at Sandestin Golf and Beach Resort, introduced herself and explained that she's new to the area. She had the following questions directed to Kate Lundin, Associate Media Director, and Erin Matthews, Sr. Media Planner/Buyer, of Zehnder Communications.

1. What is the goal of the previously discussed digital outdoor billboard - is it to generate a visit or increase brand awareness? --> Kate Lundin explained, "the goal is to drive potential visitors to our website, where they can find more information and hopefully plan a trip to our destination.

2. How long after driving past the said digital outdoor billboard will a customer be served South Walton content? Kate Lundin answered: "immediately."

Maureen Holden, Marketing Director at Sandestin Golf and Beach Resort, directed the following question to P.J. Loughman, Visit South Walton Director of Marketing:

1. "Could you please repeat the statistic which discussed the amount of money generated from each visitor?"

P.J. Loughman repeated the statistic on the previously discussed Walton County Tourism Fact Sheet, "\$870 of county revenue is generated by each visitor."

2. "When Visit South Walton identifies an untapped or emerging market, how quickly do our marketing efforts reach them?"

P.J. Loughman answered, "Multiple plans are in place throughout the year regarding different initiatives, in order to be flexible and offer a 'course-correction' if necessary. In this case, we begin marketing to these markets ASAP."

Chairwoman Marilyn MacCollum inquired to the group which day would be best for the next meeting. Discussion ensued among committee members and it was decided that the next committee meeting will be at the South Walton Courthouse Annex Boardroom on May 2nd at 2 p.m.

Carley McMillian, Interim Director of Sales, introduced Skylar Green, VSW Sales Coordinator.

Kelli Carter, Marketing Coordinator, gave a brief update on open staff positions and recent communications efforts, including an upcoming FAM tour.

Tracy Louthain suggested creating an opportunity for the marketing committee to meet Turner PR, as they have with Zehnder Communications staff.

Approval of the Minutes - Chair

Approved

[17-0326](#)

Approval of the November 8, 2016 meeting minutes

Attachments: [TDC Marketing and Media Committee Meeting Minutes 11-08-16](#)

Stacey Brady wanted it publicly noted that during the 11.08.16 meeting, she emphatically expressed dissatisfaction with the plans to amend the 2018 Special Event Marketing program. She explained that the minutes reflect a committee who positively accepted the proposed changes, but that she was never in agreement with it. Stacey Brady requested the following be added to the record. The following is a summation of her words. For specifics, please review the recorded video. The following will also be added to the 11.08.16 meeting minutes, before they are published live on Walton County's calendar.

"Incorporating event advertising dollars into an overall ad campaign will severely negatively impact some events. If event success is decreased, then it will negatively impact our goal of bringing visitors to

the destination. It will put fewer heads in beds. There will also be less events available to offer consumers, if some of these events aren't able to adequately promote themselves. Additionally, it will negatively impact the individual event sponsors, as there will no longer be creative freedom to publish sponsor logos on event ads. This will force sponsors to reconsider putting their sponsorship monies somewhere else. Historically, the TDC has maintained a strong relationship with community event hosts and afforded these events the opportunity to advertise in markets they wouldn't have been able to otherwise." Stacey Brady did recognize that this program is not without issues such as the difficulty for event hosts to meet VSW brand standards. She stated, however, "to change the program so drastically is similar to 'throwing the baby out with the bathwater.'"

Kelli Carter, VSW Marketing Coordinator, explained that the TDC voted to recommend the changes to the BCC. VSW did so and the BCC has already approved the changes to the 2018 Special Event Marketing program. She explained that the program will be fluid and the TDC is willing to adjust details or SOPs as necessary to accommodate the best interest of the South Walton community. She also reminded the committee that the TDC money was never intended to be the only money supporting an event's media buy.

Approved

Aye: 6 - Keyser, MacCollum, Bailey, Brazwell, Brady and Louthain

Absent: 3 - Richard, Smith and Stanley

New Business

[17-0328](#)

Introduction of the new TDC Director of Marketing, P.J. Loughman

Received and filed

[17-0327](#)

Industry Research

CY2016 Economic Impact Report

Fall 2016 Visitor Tracking Study

Market Penetration for Key Origin & Potential Markets

Attachments:

[Economic Impact Study Cy2016](#)

[VisitorTrackingStudy_Fall2016](#)

[MarketPenetration_Key Origin Markets](#)

P.J. Loughman discussed highlights from the attached research reports, conducted by Downs & St. Germain, which analyze the past couple years compared to the present. Among the things she discussed was the overall economic impact tourism has on Walton County, an increase in visitors' direct and indirect spending, an increase in Walton County employee wages, an increase in REVPAR and an overall increase in occupancy of 2.3 percent. She mentioned she'd love to have a close working relationship with lodging partners, to effectively address booking window issues.

She hopes to find a close working relationship to create solutions for booking window issues.

Received and filed

[17-0329](#)

Media Plans

FY2017 Shoulder Season & Emerging Markets Reserve Campaigns

FY2017 Brand Television & Outdoor Media Plan

Attachments:

[Shoulder&Emerging MarketsReserveMediaDRAFT 2-23-17](#)

[BrandTVOutdoorMediaPlanDRAFT 3-9-17](#)

Kate Lundin and Erin Matthews, Associate Media Director and Senior Media Planner/Buyer, of Zehnder Communications presented VSW's wholeistic media buying plan for 2018. Among the things discussed were strategy, placement, duration of placement, effective message saturation, specific mediums including interactive, outdoor, radio and print. Also, the ability to track and report on the data collected was discussed. In short, these campaigns target a very affluent audience by purchasing very high-quality, premium placements.

Received and filed

[17-0330](#)

Updates from the TDC Director of Marketing

P.J. Loughman, VSW Director of Marketing, discussed updates which included: producing new print and digital collateral (including a meetings brochure or meetings planning kit), scheduling photo-shoots to gather new photography to support creative efforts, revamping social media strategy, improving the usability of the existing website, and purchasing a "mobile" Visitor Center.

Dan Keyser mentioned Visit Florida. He asked what the TDC's official stance is.

P.J. Loughman responded, "we are strong supporters of keeping a state tourism office. I've lobbied myself and we most definitely support

Visit Florida. So far, we haven't been requested to submit documents and documents like other florida DMOs have. At this point, we are simply watching. We do have a lobbyist on our behalf in Tallahassee. We do try to notify our community of crucial information released from Visit Florida, via our enewsletter, The Connection."

Received and filed

Old Business

[17-0331](#)

Walton County Tourism Fact Sheet

Attachments: [WaltonCountyTourism_factsheet_Feb2017](#)

has been updated.

Kelli explaining more about the SEMG Program. Explained that all of the benefits and analytics associated with Zehnders vendors and tracking...will be passed on to partners. We want to make things for the consumer....thats the logic of lumping like minded events...or events that occur around the same time.

We want to work together wto make sure we use each of the partners knowledge for the benefit of the whole.

Sponsors can be included on our VSW landing page...we can use it for whatever.

Cups, Tshirts, Promo items...Additional money she does want...This program is fluid...we can adjust it...we can make course correction.

WE will provide analytic reports.

Application process...It will go out next week. Due April 18....may 2nd if the room is available.

Stacey Brady to make

Joint Meeting....post next event season...MM agreed.

Received and filed

Adjourned

Adjourned