

April 22, 2015

Marketing and Public Relations Subcommittee:

- Identified 3 essential areas (listed in order of priority)
  - Research, Education and Best Practices
  - Branding, Website and Social Media
  - Building Partnerships and Funding
- Education, Research and Best Practices:
  - Identify the economic and health benefits of cycling
  - Gather baseline data
  - Identify our assets
    - Already established trails
    - Help us tell our story
  - Identify potential partners to help gather data, especially from other jurisdictions
  - What are the funding sources
  - Use grad students to help with this – potential research projects for them
    - Cal Lutheran, Channel Islands, UCSB
  - Use video from first meeting
  - Question: As we gather data who is going to collate it to make it useful?
  - Question: Who is going to take the lead – where will this project ultimately be housed?
- Branding, Social Media and Website:
  - Brand is essential. It must tell our story and convey our assets including our region, the coast, mountains, urban and country.
  - Focus on SB and VC counties for now, but also look at what SLO is doing.
  - Need to bring more people to the table –(to the next meeting) to help with the branding process.
  - Website is the key point. It needs to be “kick ass” and the starting point. Worth it to bring in potential artistic curator early on and pay them to help with this process.
- Funding and Partnerships:
  - Potential outreach to Patagonia, Trek and Amgen to start
  - SB Century Ride; AIDS Life Cycle; MS; Strava; Bike Tourism Companies; triathlons (note these are also key groups to gather data from under our research category)
  - Need set short term goals (aka seed money)
  - Long term goals (aka infrastructure improvements and mass marketing campaign)
  - Advocacy for State and Federal Funding
  - Raise issue of benefits for locals due to infrastructure improvements – potential to bring in local (non-tourist support)
  - Include law enforcement outreach
  - Partnerships with hotels to promote packages (similar to wine tours)