



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Minutes

DATE: Wednesday, November 7, 2018 TIME: 11:00 AM

PLACE: 345 North Franklin Street, Fort Bragg CA 95437

*CALL-IN LOCATION: 105 West Clay Street, Ukiah CA 95482

CONFERENCE CALL PHONE: (605) 562-0400 / CODE: 443 8581 #

*Please note: To abide by the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done at the posted locations above

I. CALL TO ORDER

11:03 AM

II. ROLL CALL

a. Committee Members	Attendance Status		Title
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Wendy Roberts (WR)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Jan Rodriguez (JR)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
John Dixon (JD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Katrina Kessen (KK)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Alyssum Wier (AW)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

b. Staff Members	Attendance Status		Title
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Luz Harvey (LH)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Sales, Hospitality & Events Coordinator
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests

Jo Bradley

Jennifer Seward (JS)

III. CHAIR'S COMMENTS

Email read from community member, upset with lack of promotion of a private event.

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

- TS - Please reach out to Jan Rodrigues, has missed 3 consecutive meetings.
- JD – We have a responsibility to pay attention to the public’s comments. They are the stake holders, we do have a responsibility to pay attention to them. Let’s not dismiss the letter that was read (referring the email the chair read). CD – Agrees with JD.
- TS – We have signed a radio spot with Country KOTZ (Coastal station) to bring attention to potential local attendees to share with them how to get involved and how the names have changed, not the events. To help with educating and updating the stakeholders and partners. BB - Great idea, do we have a plan for inland? TS – Not at the moment. JD – Other avenues too, local papers, FB, multi-pronged, stakeholder education needed.

V. APPROVE MINUTES 10.03.2018 ✓ Discussion ✓ Possible Action
BB moved for approval, SP 2nd, Committee approved

VI. Marketing plan November - June 2019; Media Matters Worldwide ✓ Discussion ✓ Possible Action

JD – Our responsibility is the branding of Mendocino not just the festival. Content is the next discussion. TS – agrees, let's get a plan in place. ADG – we are currently laying the ground work.

TS – Today we would like the approval to spend the \$366k outlined in the proposal + production costs. AW – suggests using a pie chart to show how the budget is being spent. Forming a strategy and aligning it with a calendar. JD – agrees with AW, would like a fuller picture of costs. As well as would like to see a bigger picture of what we are not doing, as this is a big chunk of the budget. CD – notes we did our due diligence, there is no need for the BOD approval as it is within the approved budget. TS – explains negotiations have happened to get us to the prices we are viewing. AW – comfortable with making a motion of spending \$200k. JB – how much is needed to be spent? ADG - \$450k + roughly another \$450K. SP moved we accept the Marketing plan with spending up to \$366k, no second, motion dies.

AW – expresses a bigger picture is needed and wants to empower the staff and the committee. We need a report on how this related to our strategy. ADG – Media Matters will be back on Monday, will have them put together a report to send to the committee. Needing to go live December 10, 2018. JD – a lot of eggs in SAC & SF, why should we do this now? TS – I stand behind this 100%, it is our target graphic and exactly inline with TheorySF recommendations for hitting our target audiences and we stand behind them 100%. ADG – it's an aggressive outdoor campaign. JS - you have been working on this for weeks. JB - reminds all keep in perspective this plan outlines a whole year of advertising.

BB moved (The Marketing Committee approved VMC spend up to \$460k between the Ionic and Media Matters Proposals), **JD 2nd** (adding: the Marketing Committee would like updates with adjustments as we go with what the staff are doing. TS – assures JD that is exactly what will happen during the meetings moving forward.), (AW – adds she supports the motion and trusts the staff, would like the Marketing Committee to form a two-year strategic plan with the staff.) **Roll Call: 5 Yes (Cally Dym, Bernadette Byrne, Susie Plocher, John Dixon, Alyssum Wier), 0 No, 3 Absent (Wendy Roberts, Jan Rodriguez, Katrina Kessen), Committee Approved.**

VII. Feast Mendocino: Logos ✓ Discussion

TS – suggested changes, keep mushroom and crab in the logo, keep all logos orange. **JD moved we keep these suggestions, SP 2nd, Roll Call: 5 Yes (Cally Dym, Bernadette Byrne, Susie Plocher, John Dixon, Alyssum Wier), 0 No, 3 Absent (Wendy Roberts, Jan Rodriguez, Katrina Kessen), Committee Approved.**

VIII. Winter Feast Mendocino ✓ Discussion

- Updates
- Crab Cake Cook Off Judges

ADG – 3 Judges lined up; John Hamilton, Ziggy Eschliman, Roberta Gonzales

IX. Taste Mendocino (April) and Spring Feast Mendocino ✓ Discussion

Tabled

X. FUTURE AGENDA ITEMS ✓ Discussion

Election of new committee member: Jennifer Seward
Taste Mendocino Updates

XI. NEXT MEETING DATE ✓ Discussion

DATE: Wednesday, December 5, 2018 TIME: 11:00 AM
PLACE: 105 W. Clay Street, Ukiah CA 95482

XII. ADJOURN ✓ Action

12:58 PM