



VISIT MENDOCINO COUNTY  
Media Plan Addition for 2015-2016  
Contingency Budget Recommendation  
March 3, 2016

CCMedia is proposing the following online media allocations utilizing the \$20,000 contingency budget. We are recommending a combination of content advertising and online video to garner additional exposure for Visit Mendocino and play off of the momentum that starts again this spring in the San Francisco Bay Area. These advertising placements would run during the 2016 spring campaign, in addition to the existing placements.

Budget: \$20,000

Dates: April – June 2016

Targeting and focus on: soft adventure; eco-tourism; millennials; active and experiential

**Proposed Online Media:**

**SFGate.com:** Apr-Jun online content advertising

- This placement during the fall campaign was very successful. We would like to run the digital portion only in the spring with new content. If desired, the messaging can include weddings depending on the site being ready.
- Messaging will be determined by Visit Mendocino
- Cost: \$7,500 for Apr-Jun flight, \$2,500/month

**Weekend Sherpa:** Apr 21 and May 12 available eblast dates for SF Bay Area subscribers

- Weekend Sherpa has rolled out a brand new website and newsletter featuring more photos, storytelling and unique content advertising.

*The new features include:*

- *\*You get a top-placed banner on the email*
- *\*You're the second story in the email with a panoramic photo*
- *\*You get approximately a 125-word Story they write for Mendocino with your approval*
- *\*You get a large call to action button*
- *\*Your Sponsored Story is featured on the Homepage the week you run*
- *\*Your Sponsored Story is featured throughout the website on all content pages (Story pages and Issue pages) the week you run*
- *\*Your Sponsored Story can have multiple large format photos showing off your destination*
- *\*You get a large call to action button on the website, just like the email.*
- Messaging will be determined by Visit Mendocino.



- Cost: CCMedia negotiated 50% off regular pricing! \$7,500 for one advertorial, two advertorials for \$14,375.

**Instagram:** promoted videos in Instagram newsfeeds to targeted viewers. Runs Apr-Jun

- Instagram is now owned by Facebook and offers the same great targeting available to Facebook Ads. We would target Northern CA, greater Bay Area and Sacramento, ages 35-64 with interests in travel, outdoor adventure, wine enthusiasts, bed and breakfast interest, etc.
- The video ads are :15 to :30 max; we recommend running VMC's existing video: <https://www.youtube.com/watch?v=b3h0ITazoBQ>
- Cost: No minimum spend. We recommend running April – June, for a total of \$3,625 - \$3,750

**YouTube:** Pre-roll videos that play before other YouTube videos. Runs Apr-Jun.

- YouTube pre-roll video ads are only charged when a viewer watches more than :30 of the video or the entire clip, whichever is longer. We would target Northern CA, greater Bay Area and Sacramento, ages 35-64 with interests in travel, outdoor adventure, wine enthusiasts, bed and breakfast interest, etc.
- The recommended video length is :15 to :30 max; we recommend running VMC's existing video: <https://www.youtube.com/watch?v=b3h0ITazoBQ>
- Cost: No minimum spend. We recommend running April – June, for a total of \$1,250 - \$2,000

## CCMedia Recommendations:

### 1. SFGate, Weekend Sherpa (1x), Instagram and YouTube

- Run SFGate.com online content at \$7,500
- Run one Weekend Sherpa advertorial at \$7,500
- Run Instagram promoted videos at \$3,750
- Run YouTube pre-roll videos at \$1,250
- Total investment: \$20,000

### 2. Weekend Sherpa (2x), Instagram and YouTube

- Run two Weekend Sherpa advertorials at \$14,375
- Run Instagram promoted videos at \$3,625
- Run YouTube pre-roll videos at \$2,000
- Total investment: \$20,000



## **PULSEPOINT**

Here is a link to the presentation from today's meeting showing our creation, distribution, optimization, dashboard, case studies and 2 proposals:

<http://pulsepointdemo.com/view/mail?iID=GfLdkZn5kn6f2jLK65n>

### **Here are some Key Differentiators about PulsePoint:**

- 1 We can create the content as well as distribute it
- 2 Software that monitors campaign performance in real time at scale over an extensive network of over 25 distribution partners: Native, Content Discovery and Social
- 3 Audience is brought to your site to read the content, increasing site traffic and brand awareness
- 4 **Headline & Image Optimization:** Each article gets up to 5 headlines and Images to determine which ones perform the best
- 5 Campaigns based on Guaranteed Engagements, not impressions: We define engagements as someone clicks on the ad unit, is brought to your site, and performs a social action
- 6 On page metrics: scroll depth, scroll velocity and active dwell time – so you know users are actually reading and engaging with the content and your site
- 7 User Interface Dashboard to monitor your campaigns
- 8 Full Transparency and Deep Data Reporting

Granular targeting: Both by audience attribute and contextually



## WEEKEND SHERPA AND VISIT MENDOCINO COUNTY: WINTER 2015 - 2016



Weekend Sherpa and Mendocino County are like peanut butter and jelly – the perfect pairing! Weekend Sherpa’s core brand value is to get out there and explore California. Motivating people to get outside and travel is easier said than done. Any website can throw out beautiful images and scrape the internet for content. Weekend Sherpa sets the bar extremely high. All of our recommended adventures are checked out first-hand by our team of experienced writers. Our editorial team, lead by Holly Kulak, puts out a product

that is truly authentic and inspiring. And people notice that immediately – which is why we’ve been around nine years, were named a TripAdvisor Top 25 Travel Site (2014 & 2015), and continue to grow bigger every year. You’re always reaching a loyal and continually growing readership with Weekend Sherpa. Consistently having Mendocino County’s message front and center in Weekend Sherpa is a smart, credible, and savvy way to local travelers and explorers.

### ***Our Readers Rock!***

With a San Francisco and Los Angeles edition and a weekly radio show Weekend Sherpa is the voice of authority on exploring California. When it comes to reaching active, affluent travelers, Weekend Sherpa delivers:

- They have money to spend: 53% make \$100K+.
- Wicked smart! 98% went to college and an amazing 34% have a post-grad degree.
- Super active: 91% are hikers, 56% are bikers (mtn and road), 48% practice yoga, 49% work out at a health club or gym, 45% are skiers or boarders.
- Love to travel: 58% take 6 or more domestic trips per year.
- In a relationship: 48% are married and an additional 27% are in a relationship.
- An amazing 87% go out and do what we write about. It’s an extremely high level of engagement that our competitors just can’t duplicate.

## *Weekend Sherpa Captures Three Pillars of Effective Advertising*



Weekend Sherpa is the perfect media vehicle for telling Mendocino County's story. Below are the three pillars of effective advertising that Weekend Sherpa brings to the table:

+Reach the right audience: Local travelers and explorers that love to take trips and live in San Francisco or Los Angeles – that's who you'll reach with Weekend Sherpa.

+Make sure the person is in the headspace to be persuaded by your message (i.e. no wasted impressions). When you work with Weekend Sherpa, you know you're reaching a readership

that's thinking about their next weekend trip. Why? Because that's what our brand is all about! The headspace someone is in when they see your message is hard to quantify but extremely important (seeing an ad on Facebook when someone is looking at birthday party photos they missed vs. seeing an ad on Weekend Sherpa when they're thinking about taking a trip.)

+Tell a compelling, inspiring, and real story that makes the reader want to take action! Because we work directly with you, you'll receive a custom-written set of stories about visiting Mendocino County from the Weekend Sherpa voice. This unique type of advertising goes way beyond standard online ads and really persuades the user.

### *Case Study Performance: Monterey County*

We've worked with Monterey County for four years – they're one of our long-term partners. Their 2014-2015 campaign did very well. We use it as an example of a California destination that might not be immediately at the top of your list but should be. There's so much great stuff to do in Monterey County as well as fun events that people might not know about. That's where the story-telling aspect of our Advertorials becomes so effective. We're able to write about all of the great things you can do from our voice and tone. It's truly a custom way to advertise to a very targeted audience. It's like getting guaranteed PR.

- Monterey County's ads outperformed our average. We normally see a 1.5% click through rate on Advertorials, which is a very high number considering that a 0.04% click through rate on a Facebook Ad is industry average. Monterey County blew this away by receiving 3% to 4% click through rates every time.
- Staying top of mind. Because Monterey County ran multiple Advertorials last fiscal year, we kept it top of mind with our readers. Plus, the reader isn't required to "click" to be persuaded with a message. With all of the different travel destinations in California, this is incredibly important. Mendocino County always has a story to tell, for every season. Weekend Sherpa can help bring that story to a very targeted audience.

## ***\*\*The Ultimate Mendocino County Getaway\*\****

Weekend Sherpa writers will come to Mendocino County and experience first-hand “The Ultimate Mendocino County Getaway”. We can work with your team on what the itinerary would look like (or we can research it ourselves). Then we’ll go have the adventures first hand and write about it for a featured issue in Weekend Sherpa.

- +Mendocino will be covered in a special editorial issue of Weekend Sherpa.
- +Weekend Sherpa will create a photo album of the experience and share through social media.
- +Brad Day will talk about the experience on his KFOG radio program.
- +Mendocino County can use this content on their website to promote travel.
- +*Mendocino County must book a minimum of 4 Advertorials in SF*

### ***Package 1***

San Francisco 6x Campaign = 4 Sponsored Topic Advertorials, 2 Skyscraper Ads (\$5,500 per Advertorial; \$0 per Skyscraper)

*\*Added Value = The Ultimate Mendocino County Getaway feature listed above.*

### ***Package 2***

San Francisco 2x Campaign = 2 Sponsored Topic Advertorials (\$5,500 per Advertorial)

### ***2015 A la Carte Rates:***

SF Bay Area Advertorial = \$9,500  
SF Bay Area Combo Ad = \$2,310  
SF Bay Area Skyscraper = \$1,815

LA SoCal Advertorial = \$3,800  
LA SoCal Combo Ad = \$700  
LA SoCal Skyscraper = \$615

## Sponsored Topic Advertorial Screenshot



ADVERTISEMENT

### Fall Up to Mendocino

[Like](#) [Tweet](#)



We're lucky to call California home—it's one of the most geographically diverse states in the country. And one of its most diverse counties? Mendocino! Just a few hours from San Francisco, [Mendocino County](#) has it all—from rugged coastline to inland valleys and redwood forests, Michelin-starred dining and charming towns, this is the place for your next weekend getaway. Check out the [Mendocino County Bucket List](#) for top ideas. Hop on board the [Skunk Train](#) for a scenic journey through the heart of the county's redwood forests and mountain meadows, crossing more than 30 bridges en route. Or drive [Mendocino's wine road](#), 75 glorious miles that belong on the fall of fame for the picturesque vineyards, friendly family-owned wineries, and towering redwoods. Speaking of redwoods (yes, they're everywhere in Mendocino County!), visit a few of the county's beautiful state parks to see stands of these big red beauties: [take a hike](#) into the lush ferns and forest of Van Damme State Park and Russian Gulch State Park. Later, wander the bluffside trails at sunset in Mendocino Headlands State Park, keeping an eye out for migrating gray whales, then stroll right into downtown Mendocino. The coast-side setting of this historic charmer is walkable and filled with cool stores, bed & breakfasts, and [award-winning restaurants](#).

**BONUS: Mushroom, Wine, and Beer Fest** (November 6–15): Mendocino County's favorite fungus goes well with its wine and beer! Taste the very rare candy cap mushroom, with its rich maple-syrup flavor, and pair the pickings with a winemaker or brewmaster dinner.

Find lodging, deals, restaurants, events, and outdoor itineraries at [VisitMendocino.com](#).

[f](#) [t](#) [add to my weekend sherpa](#) [forward](#) [print](#) [website](#)

READ LAST WEEK'S SHERPA  
SAN FRANCISCO/NORTHERN CA



SEE WHAT'S HAPPENING  
LOS ANGELES/SOUTHERN CA



## Skyscraper Screenshot (also included with Advertorial)

Weekend Sherpa SF - Supermoon Weekend - INBOX

Message

Delete Reply Reply All Forward Move Junk Unread Categorize Follow Up

Weekend Sherpa SF - Supermoon Weekend

Weekend Sherpa  
Sent: Thursday, September 24, 2015 at 4:31 AM  
To: day@weekendsherpa.com

SAN FRANCISCO/NORTHERN CA SEPTEMBER 24, 2015

FORWARD SIGN UP INVITE FRIENDS MY WEEKEND SHERPA

**WEEKEND SHERPA**  
San Francisco

### Supermoon Weekend

Like Tweet

This weekend (Sunday evening) a total lunar eclipse will coincide with a "Supermoon." Why is this a big deal? Well, it hasn't happened in 32 years and won't happen again for another 18! Here are five top ways to celebrate the moonlight this weekend!

Like Tweet



**Moonful of Sugarloaf:** For one of the biggest, most spectacular views of wine country under the rising moon, head to the peak of Sonoma's Bald Mountain in Sugarloaf Ridge State Park. This Sunday evening (September 27) there's a docent-led 6.5-mile [hike to the summit](#). View the rising of the nearly fully eclipsed moon to the east and the sun setting to the west (cost is \$5). Or go on a [do-it-yourself variation](#).

**Supermoon at Sutro:** When the famous [Sutro Bath ruins](#)—once the world's largest indoor swimming pool—get bathed in the glow of the full moon, there's a novel mystique that just can't be found during the day. It's San Francisco Noir at its best.

**Wanda-ful Evening:** Explore John Muir's old stomping ground under the moonlight this Sunday evening (September 27), when park rangers host a free [full moon walk](#) up to the 642-foot peak of Mount Wanda. With good timing you'll be near the top to see the sun set just as the moon rises above Mount Diablo.

**Briones Moonwalker:** Go on a short walk to a [moon-bathed vista](#) that's just span-tastic! This 1.5-mile (one-way) hike begins at the lesser-used staging area at the end of Briones Road.

**Back to the Future:** Cinema under the stars on a full moon weekend. Brilliant. Bring a blanket and some layers to San Francisco's free [Film Night in the Park](#) this Saturday night (September 26) in Dolores Park. They'll be showing *Back to the Future*.

Like Tweet

add to my weekend sherpa forward print website



Looking for an Autumn Escape? Fall Up to Mendocino!

Read more details below.



### **VISIT CA/BRAND USA OUTDOORS CAMPAIGN.**

This platform is designed to amplify California's national parks and outdoors to international audiences and highlight other destinations, attractions and hotel experiences beyond these landmarks.

- Leverage Brand USA's Outdoor marketing activity & film premiers to support CA and partners offering multiple channels that reach the right audience at the right time
- Customized programming, marketing and channels for CA and their partners
  - Content creation with marketing and distribution – video inclusion
  - First to market partnerships with National Geo/Max Lowe's CA series and their National Parks Road
  - Trip hub/promotion
  - Re-marketing shared content rights
- Program closes May 1st, and launches July/Aug.

(3) levels of participation available-\$11,500k-\$41,500k



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PR PROPOSAL VMC FY 2016/17

See 2016-17 Visit Mendocino\_California Collective Proposal.pdf

In addition to what we discussed, we have added the following elements to the program given your target \$7,000 monthly retainer budget:

1. Content creation – 6 hours per month, or a total of 72 hours
2. One additional proactive pitch – total of two
3. 3 additional media visits – total of 8
4. Website Audit. This is not part of our core California Collective program, but happy to add!

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# Visit Mendocino County

## California Collective/ Earned Media Program 2016-17 Proposal

PREPARED FOR: Visit Mendocino County, Inc.



## About The California Collective

The California Collective" is a program developed exclusively for California-based destination marketing organizations (DMOs). Led by Development Counsellors International (DCI), the public relations and trade marketing agency of record for Visit California, this program provides California DMOs with a proactive scope of work that helps them increase their profile among target consumer.

For Visit Mendocino County, DCI has developed a custom-program, delivering insightful research, earned media strategy development, tactics and content creation.

## About DCI

Since 1960, DCI has focused exclusively on marketing places. DCI's unique position as the only firm specializing in economic development and travel marketing has allowed us to build unusually strong relationships with the press. With offices in Los Angeles and San Francisco, as well as Denver, New York City and Toronto, DCI maintains a strong network of talented and experienced marketers, PR professionals and placemakers.

**56**  
YEARS  
SPECIALIZING

IN  
ECONOMIC  
DEVELOPMENT  
&  
TOURISM  
MARKETING

**450+** CITIES  
REPRESENTED STATES  
Regions  
& COUNTRIES

**4** OFFICES  
New York, Denver, Los Angeles and Toronto

**53** With **[ A PASSION ]**  
Dedicated Professionals **[ FOR PLACES ]**

# Proposed Scope of Work

## Media Perception Study:

- Research is key to revealing the opportunities and challenges facing Mendocino County.
- Visit Mendocino County will receive **one Media Perception Study**.
- This study will allow Visit Mendocino County to assess what editorial decision makers and content creators feel and know about your destination. It will provide unique, powerful and actionable insights into key messaging and pitch themes.
- Important themelines, program recommendations and key take-aways are provided in the form of a report and presentation for Visit Mendocino County.

## Content Creation:

- Content is key for driving organic traffic to visitmendocino.com and providing a compelling endorsement of the destination in the digital space, as such DCI will assist Visit Mendocino County with research and development of content that helps to position the destination alongside its key messaging.
- DCI will assist Visit Mendocino County with content creation, including development of blog posts, newsletters, listicles or website editorial.
- **Visit Mendocino County will receive a total of 6 hours per month** to develop and draft content over the term of the contract.

## News Bureau:

- The program includes the **development or reassessment of strategic messaging, including key messages and a customized 'Most Wanted Media' list** for Visit Mendocino County.
- DCI will **research and respond to qualified media leads** with story and content ideas on behalf of Visit Mendocino County.
- Visit Mendocino County will be **included in DCI "all-client" activities** (e.g. press releases, twitter chats, pitches done on behalf of DCI's entire client roster).
- **Strategic insights and recommendations on media leads will be provided** to Visit Mendocino County.

## Proactive Pitching:

- Visit Mendocino County will have the power to own its message with the delivery of **two proactive pitches** created and triggered during the course of the program.
- DCI's publicists will help to craft the story pitch which includes your key messages. We will also custom-tailor a pitch list and then conduct telephone outreach to secure editorial interest.

### Visiting Journalist/Influencer Program:

- **DCI will secure 8 individual media/digital influencer visits** throughout the 12-month contract for Visit Mendocino County. Our 'Most Wanted Media' list will guide our pitching efforts.
- Instead of individual visits, Visit Mendocino County may opt to coordinate one group press trip consisting of five participants to travel to the destination to experience a themed or specialty itinerary. (not escorted by DCI)

### Media Missions:

- **DCI will coordinate six face-to-face meetings** with content creators and editorial decision makers in Visit Mendocino County's target market of choice. This may include New York, or markets closer to home, such as Los Angeles or San Francisco, in addition to other markets.
- **A comprehensive briefing book and insights into opportunities for the destination will be provided**, as will a complete briefing session at DCI's Los Angeles, New York or Toronto offices (or via the phone if outside of these key markets).

### Website Audit:

- Visit Mendocino County will receive a thorough Website Audit analyses delivered by DCI's expert digital team in New York.
- The website audit ranks and scores visitmendocinocounty.com on a variety of digital best practices, content requirements and user experience.
- Additional strategic recommendations are provided following the report.
- **DCI will deliver one Website Audit Analysis Report.**

### Advice, Counsel & Reporting:

- Visit Mendocino County will **enjoy access to key insights developed by DCI's talented placemakers**, including POV requests, media insights, media metrics and advice and counsel as it relates to the core work program.
- Every month, **Visit Mendocino County, as part of the California Collective will receive a summary of the proactive and reactive work undertaken during the previous month in the form of a report**, as well as an overview of relevant Canada and U.S. Media Trends & Updates.

## DCI TEAM STRUCTURE



### **Daniel Guerrero, Account Director**

Daniel joined DCI in 2013. Daniel has extensive experience in public relations at such CVBs as Newport Beach & Co., San Diego Tourism Authority and Visit West Hollywood. In addition to a degree in Political Science and Marketing from the University of California, Riverside, Daniel completed a UCLA Anderson School of Management fellowship and a Harvard Business School management program.

Daniel will lead the strategic work and contribute advise and counsel, as well as team leadership working with Visit Mendocino County.



### **Kimberly Miller, Account Manager**

Kimberly manages earned media and trade marketing initiatives for Chile Tourism Board, CityPass and California Collective clients.

Kimberly leads the California Collective's powerful media relations program, implementing broadcast, digital and traditional earned media tactics across California, including the HSMIAI "Best of Show" – Adrian Award-winning "Big Board" Campaign for Visit Huntington Beach.

Kimberly is Visit Mendocino County's day to day contact.



### **Laura Cyrille, Earned Media Specialist/Reporting**

Laura joined DCI with a Bachelor's Degree from St. John's University and experience executing public relations, social media and marketing initiatives for a variety of travel, hospitality, fashion, food and beverage accounts. Her most recent work includes support of the Los Cabos Tourism Board, Solmar Hotels and Resorts, Mexico Grand Hotels, MarketPlace Development and The Kimberly Hotel.

Laura will assist the team with its earned media efforts as well as take the lead on the reporting function.

## Contractual Costs

This campaign has been designed as a 12-month program that will begin on July 1, 2016, and continue through June 31, 2017. Approximately eight weeks before the conclusion of this program, DCI will provide a detailed report outlining recommendations for the program's continuation in the new fiscal year.

DCI's monthly professional retainer fee of \$7,000.00 will be billed in one invoice at the beginning of each month. This will be accompanied by DCI's standard \$300 fixed-expense fee. The fixed expense fee covers communication expenses (telephone, postage, copies, delivery, results, etc.). Client payment is requested within 15 days of billing.

Any media or staff travel or ancillary expenses not detailed above will be billed separately as they occur, with documentation. DCI does not charge markup on any expense items.

Cancellation Clause: This agreement may be canceled by either party, Visit Mendocino County, Inc. or DCI, for any reason upon 60 days written notice to the other. Time costs for program elements which have been implemented will be required.

Both parties agree that they will not offer employment or consulting opportunities to staff members of the other party.

**VISIT MENDOCINO COUNTY/DCI BUDGET FOR CALIFORNIA COLLECTIVE PROGRAM**

**July 1, 2016 – June 30, 2017**

<b>I. TOTAL RETAINER</b>	<b>\$87,600</b>
<b>PROFESSIONAL FEES</b>	<b>\$84,000</b>
DCI Time Costs for Program Design and Execution (\$7,000/month x 12 months)	
<b>FIXED EXPENSES</b>	<b>\$3,600</b>
Ongoing Communications Expenses (Email campaigns, telephone, copies, etc.) (\$300/month x 12 months)	
<b>TOTAL</b>	<b>\$87,600</b>

Approved and Accepted By:

Date: \_\_\_\_\_

\_\_\_\_\_  
Alison de Grassi, Communications Coordinator, Visit Mendocino County, Inc.

Date: \_\_\_\_\_

\_\_\_\_\_  
Andy Levine, President, Development Counsellors International

###



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**MENDOCINO COUNTY TOURISM COMMISSION  
BOARD ACTS TO HIRE NEW EXECUTIVE DIRECTOR**

MENDOCINO COUNTY, CALIF. (March XX, 2016) – Following its inaugural meeting in January 2016, the Board of Directors of the newly formed Mendocino County Tourism Commission ("MCTC") has been busy.

The board arises out of the transfer of assets from Visit Mendocino County, Inc. to MCTC, effective January 1, 2016. The eleven-member MCTC board is comprised of representatives from five county lodging interests and six appointed by the Mendocino County Board of Supervisors from other tourism related businesses.

In early February 2016, the board held a two-day meeting at the Little River Inn. Speakers Carl Ribaldo of Strategic Marketing Group and Bill Geist, founder and owner of Zeitgeist and author of the acclaimed *Destination Leadership for Boards* and a contributor to *Fundamentals in Destination Marketing*, addressed the board, staff and public attendees on board best practices and marketing trends. On Tuesday, February 9, Visit Mendocino County staff and contractors made presentations to the board delineating VMC Marketing Plans goals and outcomes through the end of 2015. The board also made appointments to its standing and ad hoc committees. Board and committee agendas, packets, and minutes, as well as other information, can be found on the [MendocinoTourism.org](http://MendocinoTourism.org) website.

On March 8, 2016 the MCTC Board of Directors agreed to approve the contract engaging the firm, Searchwide, to conduct a nationwide recruitment effort for the currently vacant Executive Director position. There was one abstThe position details are available at [www.searchwide.com](http://www.searchwide.com).

In addition, the board agreed to continue partial funding for the Arts Council of Mendocino County through the end of the current financial year (June 30, 2016).

The board will continue to meet on the second Tuesday of every month at 1:00PM, unless otherwise noticed. The agenda will be noticed three days prior to the meeting at meeting locations as well as on the MCTC website. The public is encouraged to attend MCTC board meetings to learn about how the tourism economy impacts Mendocino County.

###