Marketing Committee Report

March 14, 2017

The Marketing Committee met with Theory SF on March 7. Theory SF intends to do a “deep dive” into Mendocino County and requested ideas for their Familiarization Tour. Alison, of course, has a routine of county highlights that she uses for travel writers. However, this agenda item sparked so much enthusiasm, it would be fun to include others in developing curated lists for Theory SF.

**Possible Board discussion: do we want to solicit ideas for Theory SF Fam Tour?**

Brandhound is doing a refresh of the Visit Mendocino website. To ensure there is no duplication of effort, Russell and Todd of Theory SF and Roger of Brandhound will jointly review the website updates. Todd is not actually part of Theory SF and was brought in to fulfill the website review portion of our RFP. So, most likely, Roger will be doing all of the refresh, pending new creative from Theory SF.

The Marketing Committee is awaiting the installment of our new ED and Theory SF input before establishing a media work plan for the next fiscal year. Other marketing work plans are in place, pending BID renewal.