



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Wednesday, November 6, 2019 | START TIME: 10:00 AM (ESTIMATED END TIME: 12:00 PM)

PLACE: 105 W. Clay Street, Ukiah CA 95482 | 345 North Franklin Street, Fort Bragg CA

CALL-IN LOCATIONS: KOZT FM OFFICES, 110 South Franklin St. Fort Bragg, CA 95437 | 1818 Fifth Street Berkeley, CA 94710

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50 8962 #

*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.

1. CALL TO ORDER | 10:00 AM BB

2. ROLL CALL

Festival Committee

Bernadette Byrne (BB)
Martha Barra (MB)
Tom Liden (TL)
Tom Yates (TY)
Gregg Lamer (GL)
Kevin Brutocao (KB)

Attendance Status

Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent

Title

Chair
Member
Member
Member
Member
Member

Marketing Committee

Cally Dym (CD)
Bernadette Byrne (BB)
Susie Plocher (SP)
John Dixon (JD)
Alyssum Weir (AW)
Jennifer Seward (JS)
Scott Connolly (SC)

Attendance Status

Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent

Title

Chair
Member
Member
Member
Member
Member
Member

Staff Members

Travis Scott (TS)
Katrina Kessen (KK)
Alison de Grassi (ADG)
Ramon Jimenez (RJ)
Emily Saengarun (ES)

Attendance Status

Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent

Title

Executive Director
Partner Relations Manager (Present by phone)
Director of Marketing and Media
Marketing and Sales Coordinator
Administrative Services Manager

Introduction of Guests

Russell Quinan (RQ) TheorySF, Co-Founder/Chief Strategy Officer
Chip Sheean (CS) TheorySF, Co-Founder/Chief Creative Officer
Amanda Reiman (AR) Flow Kana, Vice President of Community Relations (left at 12:00 PM)

3. CHAIR'S COMMENTS

- FESTIVAL COMMITTEE CHAIR | BB** - Thoughts with Katrina and Norm while Norm recovers. The fires and power outages are a serious issue for Mendocino County and for Mendocino County tourism and how we need to think of how move forward to combat the stigma. Today is a joint meeting with Marketing and Festival as we are both working to accomplish same goals.
- MARKETING COMMITTEE CHAIR | CD** – agreeing with BB, we are a team.

4. 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.

Amanda Reiman – recently hosted Mushroom Feast Dinner, sold 42/50 tickets with VMC promotion. Flow Kana lawyer was hesitant for them to promote it to much as it is still a fairly new type of experience. In the future they will have a better promotion plan. 10/42 of their guests had never been to Mendocino County before. With more marketing and promotion, she sees the opportunity to pair future events with business, tours and the County in general create an up growth for all parts of the County's attractions. | ADG – it's a stepping stone, it's coming/happening and we should be the forefront to create a classy spin on it.

5. FESTIVAL CONSENT AGENDA ITEMS Discussion Possible Action

- Minutes from 10.9.2019 Meeting | No quorum

6. MARKETING CONSENT AGENDA ITEMS Discussion Possible Action

- Minutes from 10.16.2019 Meeting | [Minutes tables for next meeting](#)

7. FESTIVAL ITEMS FOR REVIEW Discussion Possible Action Items

- (Standing Item) Spring Feast 2020 | Friday, April 17, 2020 – May 3, 2020
 - The “Feast” Concept and associated FEAST expectations (brochure, website, etc.)
Move toward a rack card for Spring ([keeping the brochure for the other feasts](#)) and lean more heavily on the website.
 - “Feast” brand awareness and marketing strength evaluation and discussion.
TS - By using the “Feast” brand we’re expected to produce that type of item. ADG – without a focused event worried it will be less successful. Similar to the Almost Fringe Fest. CD – the Almost Fringe Fest was good for Gualala and Mendocino. RQ – Talking about production creation. With that you need to ask “What do they (target market) want?” What will they drive 3.5 hours for? What if we took a survey of 1k people from the Bay Area for the ideas they would prefer? You come up with the idea to present to the Bay Area and let them vote. BB – Would be great for year-round ideas too, it’s not our job to create events. KK – I like the idea of a research piece, successful execution is important. CD – umbrella ideas needed. BB – agrees, highlighting events that are currently taking place. TS – does it work for our organization to keep putting of “Feasts”? CD – Feasts don’t seem to be working, crab isn’t doing well and mushroom is weaning. ADG – mushroom is fine, it’s lacking a killer event. Was fine when the train was running, doesn’t matter if you call it a “Feast” or “Festivity”. BB as you said whether you call it a “Feast” or “Festivity” our stakeholders have to be engaged by the concepts. We can foster events but we don’t throw events. AR – recommends SoulFest in June. ADG – We are working to fill beds during the off seasons. AW – it may not bring the Bay Area but linking it to an idea such as an emotional nerve. After the fires = rebirth of the landscape. TL – Marketing is important, is shows how important cannabis is. RQ – Humboldt just hired one of the best agencies, we only have so long. The clock is ticking in regards to cannabis. TS – lets stick to the agenda. BB – what are people’s interests, lets give the staff a directive. | **Staff Directive: What is currently happening at that time and what could be a focused event?**
 - Ideas:
 - No “Spring Feast” but rather a Spring “Promotion”
 - Mendocino County Restaurant Month? | April 2020 Discussion Possible Action Item | No quorum
 - Concepts: “Find Your Happy this Spring in Mendocino County” or “Celebrate Spring in Mendocino County”
...brainstorm:
 - Key Events to Support: (10/9/2019 Notes: All events happening during the dates selected and be more nimble in celebrating Spring)
 - Regional Outreach/Focus: (10/9/2019 Notes: ideas, not an anchor event or singular idea, theme, or limiting concept, each region highlights of the season, not a feast but broader)
 - Concepts: (10/9/2019 Notes: request TheorySF present some concepts, based around the focus ideas. Need the same programmatic coverage as Mushroom/Crab, including a landing page. | No – Brochure, Yes – Digital, rack card with reference to our website, posters, e-post card invite. | Move away from “Feast” & on to “Celebrating” Spring. | Engage TheorySF and Marketing to support it as they have Feasts = to Feasts. | Home Page = a visual walk around the County. Click on the regions picture and all the regions events/offers pop up)
- Festivals in the Works
 - Taste Mendocino 2020 | Date: Saturday, April 18, 2020 | **(Reporting tabled till January/February 2020)**
 - Crab Feast 2020 | Dates: Friday, January 24, 2020 – Sunday, February 2, 2020 | Updates:
 - Brochure Estimated Dates: Submission deadline 9.27.2019 | VMC rough draft 10.4.2019 (Met) | Mock Up to Designer 10.9.2019 (Actual 10.16.2019) | 10.15.2019 Design Preview (Actual 10.23.19 1st draft, 4th draft 10.31.2019, 1 draft away from final) | Printed 11.18.2019 (Note: Expecting to be delayed by 1 week) | **See Attachment**
 - Crab Feast 2021 Dates debate | KK – the crab cake cookoff is a relationship we’ve forged. ES – change dates? TS – We’ve sent the dates and posted them. At this point questioning everything we are doing as organization. Can’t stand the amount of money we are spending, is it worth it to the stakeholders? Numbers are down. Preliminary numbers are down. KK – a question I’m been receiving too.
 - Visit CA Restaurant Month | January 2020 | **To be discussed during Marketing items for review**
 - Mushroom Feast 2019 | Dates: Friday, November 1, 2019 - Sunday, November 10, 2019 | Updates:
 - Mendocino County Homebrew Festival | November 2nd | **Report Out: attendance** | Good turn out but numbers were down, PSPS affected all numbers.
 - Ukiah Down Town Celebration and Farmers Market | November 2nd
 - Willits Mushroom Weekend | November 8th – 10th | Main Events:
 - Friday – Art Showing, hosted by Willits Center for the Arts | Mushroom Sculptures

- Saturday—Mushroom Cook Off, hosted by the Willits Chamber of Commerce | **Cancelled**
- Willits Home Town Celebration | Cathy the assistant City Manager is working to create a proclamation- | **Cancelled**
- Sunday – Train Ride, Mushroom Hunt and Bubble Brunch, hosted by the Skunk Train and Kemmy’s Pies | 45/100 tickets sold to-date
- Partner Outreach Update (KK) | **No reporting at this time**
- Wrap Up | What to Report to the BOD

8. FESTIVAL FUTURE AGENDA ITEMS ✓ Discussion

- Marketing Report Out on Festivals/Events (Standing Item) – Work together with Data and Grow
 - ~~What is the Marketing Outreach on Festivals?~~
 - ~~What is the website traffic to Festival related postings?~~
 - ~~What is the conversion from the engagement?~~
- Previous Marketing Committee’s Minutes for Review (Standing Item)
- TheorySF - ~~Spring Visual and Tag-Line~~ Bay Area 1K Survey Results
 - Notes: Survey Bay Area Residents | Current Events, Fantasy Events, Question: What would you drive 3.5 Hours to do | Quoted \$2k Est. | RQ – Estimated a 7 day turn around | Family got a lot of traction
- Month to Month reporting of previous bed tax numbers **TABLED**
- Minutes from 10.9.2019 Meeting
- Mendocino County Restaurant Month? | April 2020

9. MARKETING ITEMS FOR REVIEW ✓ Discussion ✓ Possible Action

- (Standing Item) Media Matters WorldWide Report | **See Attachment**
 - Launch to October 31, 2019 | ADG – raw data. BB - can we sink MMWW data collection with meetings? CD – Synopsis and YOY should be ready by BOD meeting.
 - **MMWW Contract Dollars Review**
RQ – Neilson study almost not worth looking at. Survata preferred. TS – if not worth looking at why did we spend money on it? CD – can we ask them to re-direct that money? TS – Why did we recommended to spend money on study that’s not worth viewing? RQ – Good question to ask.

CD – Unable to track that data till it’s over? ADG – Exactly. CD – Should we be saving some of our budget to be able to market in the summer? RQ – many of the Stakeholders need update images and marketing. CD – you’re not wrong, but we have to take care of our stakeholders too.

TS – we hear we may need to change this plan, when something needs to change. When will they change?
ADG – We can’t make the changes on our own, we are lacking in video content. Opportunities for going out and zeroing in, we need to come up with a list of items (dozen) for Brenden to shoot. BB – TheorySF to go out and research? ADG – Bucket lists are in right now. RQ – more video, less programmatic. TS – do we pause to justify or continue with the spend? RQ – we are playing the long game, no knee jerk reactions.

BB – stakeholders are saying “my business is down, what are you doing?” ADG – it’s an education process. BB – twisting of words, our numbers appear to be down too. We had a need a method of communicating with our stakeholders to let them know what’s going on. RQ – they want to see a break through. A homepage light up? Randomly selected featured property listings? BB – that’s a great way to engage stakeholders. RQ – a rational system would be needed for selecting the property orders. ADG – great idea/love it. ES – stakeholder trainings on how to marketing their properties? RQ – willing to help. AW – love the stakeholder training idea.

SD – some of our major attractions are down 30%, what do we do to support them? RQ – schedule a call with them to look at last year and figure it out? CS – MailChimp email blast to your stakeholders showing here are your \$’s a work.

CD – our budget is a lot larger than it was, should we advertise when people are traveling? ADG – Valid point, we should look at another study. TL – shoulder season has become fire season. CD – why spend all budget now? TS – get the research now, without blowing all of our reserves. I have to report to this and I am not comfortable with how we are spending the money. RQ – get on the horn with MMWW and have a come to

Jesus. TS – I want to keep our reputation strong; we don't have any more chances. All phone calls I've received in the last two weeks have been negative. CD – we have our board meeting in 2 weeks. TS – I will be out for a training for the next week with KK. BB - I would like to see what we can come up with, we can't go on with this current spend level. ADG – Jennifer (MMWW) needs more than an hours' notice, for a productive and measured call with MMWW and TheorySF. BB – really look hard at what we can adjust and come back with a recommendation. | **Committee Request: MMWW contract adjustment recommendation**

- Quarterly Google Analytics Report | **See Attachment**

- TOP 3 of the Leading Demographics, starting with highest; Ages: 25-34, 34-44, 45-54 | USA, UK, Canada | States: CA, IL, OR | GEO: San Francisco, Sacramento, San Jose | Source: Organic, Other, Direct | VMC Sites: Events, Bucket List, MendoMoments | Even with 25% fewer visitors, leads to businesses increased over 40% | Businesses: Glass Beach, Montgomery Woods State Reserve, Stanford Inn by the Sea | Q2 Top Visitor Demo: Female/25-34/Grad School/\$150k+/Has Kids/Asian | Q3 Top Visitor Demo: Female/25-34/College/\$150k+/Has Kids/Asian-Hispanic | Interest: Beach, Family & Parenting, Travel | Lifestyle: Sports Fans, Outdoor Enthusiasts, Gadget Geeks | Hotel Interest: Lux Hotels & Resorts – Top Tier Spender, Lux Hotels & Resorts – in Market, Upscale Hotels & Resorts – Frequent Transactor | Pets: Pet Enthusiasts, Cat Owner, Dog Owner

ES – do we send MendoMoments and Bucket Lists in our Ad targeting? RQ – Yes. SC – is FB pulling away? Should we do more YouTube/Instagram? Find out “How to reach them and What to reach them with”. KB – Has research been done on weddings? CD – Visitor Services Committee tasked with wedding research. CD – Are the demographics shown because that's what we are pushing for or do we get those because that's what's pushed? RQ – Millennials are our target.

- Mushroom Feast Marketing

- Campaign paused due to PSPS and fires | BB – did we pause the campaign due to the fires? ADG – yes, a considerate measure. TS – should we target a new demographic? Might not be they type to say in a BB on the Mendocino Coast, limiting? ADG – not selling BB's, selling brand awareness. RQ – We need to reach the people who will come to “butter our bread”. We can change to Gen X and Boomers. TS – Yes, try a different angle. BB – should we get back to promoting Mushroom? ADG – no Mushroom promotion is done. BB – do we have data on the promotion we did? ADG – no not yet. BB – it's important. | **Committee Request: Mushroom promotion data**

- Crab Feast Marketing

- Landing Page Launch | ADG – cover for the landing page is ready. We hope to have the brochures out by Thanksgiving Week. Est. November 18th.
- Digital Campaign Start | ADG – Digital banners and digital timeline is in the work, will provide when available.
- Visit CA Restaurant Month | January 2020 | **See Attachment** | ADG – 3 years ago when we participated, we received live feed. BB – why Fort Bragg focused? ADG – Fort Bragg stepped up to the plate. BB – what about Ukiah? ADG – too late, I've already submitted it.

- “Find Yourself Happy” Video's Update | Chip/Russel – 3 videos in the work, really great work.

- Poppy Awards Application | **See Attachment** | ADG – poppy award comes up every 2 years, 12 to 15 award categories options. Entered for overall marketing for under \$1 million. Awards given at the Visit California Summit in February, 2020.

- Wrap Up | What to Report to the BOD | ADG to provide to CD

10. **MARKETING FUTURE AGENDA ITEMS** Discussion

- Minutes from 10.16.2019 Meeting
- MMWW contract adjustment recommendation
- Test Items for Attractions – Next Budget Year

11. **NEXT MEETING DATE** Discussion

- **FESTIVAL TENTATIVE:** Wednesday, December 4, 2019 at 10:00 AM
- **MARKETING TENTATIVE:** Wednesday, December 4, 2019 at 11:00 AM

