



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, August 10, 2023 | START TIME: 2:00 PM

PLACE: The Andiron Seaside Inn & Cabins Cabin # 9, 6051 N Highway 1, Little River, CA 95456

and

Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

ZOOM: <https://us02web.zoom.us/j/83141227212>

- CALL TO ORDER: 2:05 PM

- ROLL CALL:

BOARD MEMBERS

Scott Connolly (SC)
Brett Schlesinger (BS)
Cab Boettcher (CAB)
Kasie Gray (KG) 2:14 PM
Makenzie Blaylock (MB)
Katrina Kessen (KK)
Elizabeth Cameron (EC)
Tawny MacMillan (TM)
Raakesh Patel (RP)
OPEN SEAT
OPEN SEAT

ATTENDANCE

X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
[ ] Present X Absent
X Present [ ] Absent
X Present [ ] Absent
[ ] Present X Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent

TITLE

CHAIR, Medium Lodging Operator; Coastal
VICE CHAIR, Food & Beverage
SECRETARY, Large Lodging Operator; Coastal
TREASURER, Regional Promotional; Inland
Winery/Winegrower
At Large
Arts Organization/Attractions
Regional Promotional; Coastal
Large Lodging Operator; Inland
Large, At-Large Lodging Operator
Small Lodging Operator

STAFF/CONTRACTORS:

Travis Scott (TS)
Kathy Janes (KJ)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Jennifer Seward (JS)

ATTENDANCE

X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
[ ] Present X Absent

TITLE

Chief Executive Officer
Executive Support Specialist
Director of Marketing
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator
Development Manager

INTRODUCTION OF GUESTS: CARRIE SHATTUCK RUNNING FOR 1ST DISTRICT

- 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.

TRS: Have had lots of issues with attendance so we are keeping track of absences

- CONSENT AGENDA ITEMS [x] Discussion [x] Possible Action

The Consent Agenda is considered routine and non-controversial and will be acted upon by the MCTC Board at one time without discussion. Any MCTC Board member may request that any item be removed from the Consent Agenda for individual consideration.

- Meeting Minutes: 06/08/23 | See Attachment | Approve
a. EC 1st and CB 2nd Motion Carries

# VISIT MENDOCINO

- **FINANCE COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
  - FINANCE CHAIR COMMENTS:
  - Financial Statements | **See Attachment(s)** | Approve
    - June 2023
    - MB 1<sup>st</sup> and BS 2<sup>nd</sup> Motion Carries
  - Review the Cash Flow Spreadsheet
  - Budget Augmentation: Position funding move \$70,000 from 3900 to 8510 for Marketing Department Staff | Approve
    - Approved by Finance Committee at 8/8/23 meeting.
    - CB 1<sup>st</sup> and BS 2<sup>nd</sup> Motion Carries
  
- **MARKETING & FESTIVAL COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
  - FESTIVAL CHAIR COMMENTS:
  - MARKETING CHAIR COMMENTS:
    - Festival(s) Update
      - JM: Harvest rack cards are about to start being distributed with Anchor event info, the brochure will be going to a graphic designer in the morning, and then that will be distributed. Successful music festival. We have extended the Harvest Festival a week starting on October 27<sup>th</sup>. One event is the Magic Market in Fort Bragg and the other is a Cannabis Event happening at the Plantshop, Taste Mendocino, and Mushroom & Whiskey Train.
      - MB: November 11<sup>th</sup> is Taste Mendocino at Barra
    - PR Report
      - JP: Biking, MT Beer, Golf & Travel, Sonoma Magazine, AARP, KTLAS, Travel & Leisure, ABC 10, Sunset, & Water Activities PR event went out. Ad equivalency of over 9 million and the goal is 12 million. 37 unique placements in the month of July and we don't have media really here in July.
    - State Fair/Cannabis Expo | **See Attachment**
      - JP: Janis and Jamie attended the State Fair for the cannabis expo which was our second year as VMC supporting that expo. 178 email signups in two days.
      - JM: Thought it was so effective to have our team there for people to learn about Mendocino County
    - Cannabis Tourism – Market Visit
      - Brian Applegarth Meeting
        - JP: He is our canna tourism lead, and he has been in the market all week and has met with a lot of people in the county relating to cannabis. Got to meet to work on increasing engagement.
    - Brand Launch Update
      - RJ: USA Today campaign has over 1,700+ emails in 3 weeks. The campaign will run for three months. Out of County active partnerships
      - Commercial Voice – Talent Scouting
      - Mendocino Drone
      - Tim Poma
    - Website Update
      - Content Additions
      - Webcams of Mendocino County
      - Partner Organizations on Website – Visit California, North of Ordinary, Leave No Trace, Highway 128
      - Sustainability & DEI Statements on Website
    - Building Signs | **See Attachment**
    - Email Signatures | **See Attachment**

# VISIT MENDOCINO

- DogTrekker Annual Report | **See Attachment**
  - RJ: Mendocino/North Coast rank higher than Lake Tahoe for the 2nd time in 12 years (62% DogTrekkers want to travel in 2023) Rebranded and launched a new website as well which will bring great exposure to us
- Programmatic Analytics | **See Attachment**
  - -11.3K clicks
  - -1.18M impressions
  - -CPC \$0.20
- Social Media Analytics | **See Attachment**
  - -16K clicks
  - -1.2M Impressions
  - -The magic is Real campaign went online and began to optimize
- Website Analytics | **See Attachment**
  - -43k users
  - -56.9% bounce rate - transition month
- Booking Link | **See Attachment**
  - -2,357 searches
  - -1,456 referrals
- **VISITOR SERVICES UPDATE** ✓ **Discussion** ✓ **Possible Action**
  - VISITOR SERVICES CHAIR COMMENTS:
    - a. Currently have 7 committee members and are looking to grow.
  - Meet & Greet Series
    - o JP: No next one has been planned but it will be on the south coast
  - Gateway Sign Update
    - o JP: Jo Bradley had a meeting with Caltrans and got lots of info, so we are moving forward soon.
    - o TRS: The sign between Cloverdale and Hopland had to be removed last week because it was falling down.
  - Explorers Guide, Pet Guide, etc
    - o JP: The Explorers Guide is currently being updated and the first draft is going out Wednesday. Pet Guide is just about ready to be printed. About to start the final proofing process.
  - Fuller Digital Media: Regional Promotional Videos for YouTube – **project canceled.**
- **PERSONNEL COMMITTEE** ✓ **Discussion** ✓ **Possible Action**
  - PERSONNEL CHAIR COMMENTS:
  - CEO review report out – June 2023
  - New Title: Director of Marketing, Ramon Jimenez
  - Marketing Manager hire pending approval of funding
- **CEO REPORT** ✓ **Discussion** ✓ **Possible Action**
  - By-Laws Revision | **See Attachment** | Approve
    - a. KG 1<sup>st</sup> and TM 2<sup>nd</sup> Motion Carries
  - CEO CDME Education CONTINUES, finally!
    - a. TRS: Gets to continue education starting this October
  - Cal Travel Summit – September
    - a. TRS: Most of the staff will be attending
  - BID Conversion Update

VISIT  
MENDOCINO

- a. TRS: No update but we got a deal with the county to release the data. The county has a timeline now that they have to abide by.
- Leave No Trace/Cleaner California Coast Update
  - a. TRS: Finished the work and we are going live. You can see it starting as of yesterday.
- **FUTURE AGENDA ITEMS**  Discussion
- **NEXT MEETING**  Discussion  Possible Action
  - Tentative: Thursday, October 12, 2023, at 2:00 PM
- **ADJOURN** KG 1<sup>st</sup> at 3:14 PM