



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, October 13, 2022, starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/84331130007>

*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.

• **CALL TO ORDER 2:04 PM**

• **ROLL CALL**

BOARD MEMBERS

Scott Connolly (SC)
Cally Dym (CD)
Bernadette Byrne (BB)
Kasie Gray (KG)
Katrina Kessen (KK)
Elizabeth Cameron (EC)
OPEN SEAT
OPEN SEAT
Raakesh Patel (RP)
OPEN SEAT
Brett Schlesinger (BS)

ATTENDANCE

X Present Absent
X Present Absent
 Present X Absent
X Present Absent
X Present Absent
X Present Absent
 Present Absent
 Present Absent
 Present X Absent
 Present Absent
 Present X Absent

TITLE

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

STAFF/CONTRACTORS:

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

ATTENDANCE

X Present Absent
X Present Absent
X Present Absent
X Present Absent
X Present Absent
X Present Absent

TITLE

Executive Director
Administrative Assistant
Marketing & Sales Manager
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator

INTRODUCTION OF GUESTS:

Jennifer Seward
Brendan McGuigan

• **CHAIR'S COMMENTS:** Really excited to talk about the rebranding

• **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.







• **CONSENT AGENDA ITEMS** Discussion 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 September 8, 2022 | **See Attachment**
 - KG 1st and CD 2nd Motion Carries

• **FINANCE COMMITTEE UPDATE** Discussion Possible Action

- FINANCE CHAIR COMMENTS:
- August 2022 Financials | **See Attachment** | Approve
 - Review Cash Flow Spreadsheet
 - CD 1st and KK 2nd Motion Carries
- Add funds in the amount of \$80,000 to account 7080 from account 3900 for Civitas contract | Approve
 - CD 1st and EC 2nd Motion Carries
- **FESTIVAL & MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
 - FESTIVAL CHAIR COMMENTS: We have festivals and a new logo to look at
 - MARKETING CHAIR COMMENTS:
 - Logo Exploration (Agency Xi) | **Review for Approval**
 - BM: We started with a hand-lettered approach to things. To style a 70-take, then we moved on from there to art deco, followed by focusing just on type phases that were impactful where we could use 1 signature ornament that isn't too busy. Looked through a lot that met the criteria. We settled on playing with trees, waves, and a tree with the I. Then we went through black and white along with color. We wanted to see how we could pair with other logos for co-branding. The simplified take makes the imagery more important, which is what speaks to the magic. We like using the O because it makes it very symmetrical.
 - KK 1st and EC 2nd Motion Carries
 - Brand Launch Media Outlet Research
 - Airports (SMF, STS, BUR)
 - Avelo Airlines
 - Carvertise (Wrapped Uber, Lyft & Doordash Cars)
 - RJ: Met with them last week at the conference they were at
 - Static Billboards
 - Radio, Television & OTT (ads through online video streaming)
 - RJ: Reached out to river fox train through Sacramento to pair with us and the skunk train to see about how cross-marketing would work. The next step is to come up with pricing.
 - PR Report
 - TRS: Key placements in sunset magazine NBC bay area, Sonoma magazine, Haute living, and a huge article from German Press on Germany AP. We were in 104 outlets, 74 online, and 40 print. \$979,139.00. we had a total add value from that article that would be over 8 million reads and over 1 million dollars. We will have at least four media for each anchor harvest event. September PR was distributed. Ko had a good collab in San Francisco. We have already busted all our goals with KO except for FAMs for the year.
 - Get Your Glass Over Here Campaign
 - TRS: We directed Ramon to build this campaign to get a build-out of ads to create a buzz with our wine to highlight the wine offerings here!
 - Festival(s) Update
 - JM: Hoping Harvest print brochures arrive today and then we will begin distributing them to many of our stakeholders and remind them to sign up for Seafood and Sips. Still trying to get responses from many. Having fun with sips because in addition to wine we can do cannabis-infused things and have coffee locally to promote. Hoping to get Hopland to have a big event during the Seafood festival to drive crowds there. Taste Mendocino has capped out on the number of wineries participating. Mushroom Train will be such an exciting event! VMC WANTS A TASTE OF MENDOCINO BOOTH. The second anchor event for seafood and sips is destination Hopland is doing a sparkling wine and oyster tasting!
 - TRS: Lots of cannabis owners and business people are looking forward to wellness month and they are creating an anchor event. Michael Katz and we are on track for a full month of wellness in January.
 - Q4 Television and Radio Contracts
 - RJ: We have 4 commercials in rotation and once we finish the voice over well add another
 - Room to Roam Analytics – *See Attachment*
 - Google Ads: 13.5k clicks, 1.6M Impressions, Avg CPC \$0.18

- Harvest Mendocino, Taste Mendocino, Mushroom Train, Harvest Tidrick Generated 14,056 clicks directly to event pages/ticket purchasing
- Social Media Analytics – *See Attachment*
 - Social Ads: 27k clicks, Avg CPC \$0.31Sept 22 vs Sept 21
Down 10.6% (5,000 visitor difference)Sept 22 vs August 22
Down 30.78% (20,000 visitor difference)
- Website Analytics – *See Attachment*
 - 58,010 total clicks (website+festival ads)
17.95% increase Sept 22 vs Sept 21
8.64% decrease Aug 22 vs Sept 22
- Booking Link – *See Attachment*
 - Book Direct 1,390 searches, 1,452 referrals (August 1,841 searches 1,510 referrals)
- **VISITOR SERVICES UPDATE**  **Discussion**  **Possible Action**
 - VISITOR SERVICES CHAIR COMMENTS: is now Jon Glidwell
 - Meet & Greet October 19
- **EXECUTIVE DIRECTOR REPORT**  **Discussion**  **Possible Action**
 - BID/Match information, research and conversations continue
 - BID/BoD Recruitment w/Jo Bradley
 - ABC7 Localish episode planning
 - ED/VMC Bible for Executive Committee
 - CAL Travel Summit/Palm Desert
 - Employee Recruitment (Sales/Development)
- **FUTURE AGENDA ITEMS**  **Discussion**
- **NEXT MEETING**  **Discussion**
 - Tentative: Thursday, November 10, 2022 at 2:00 PM
- **ADJOURN**
 - KG 1st at 2:54 PM