



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, June 13, 2024, starting at 2:00 PM

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

Mendocino Coast Healthcare Foundation 130 N Main Street, Fort Bragg, CA 95437

- CALL TO ORDER 2:02pm

- ROLL CALL

BOARD MEMBERS

Brett Schlesinger (BS)
Cab Boettcher (CB)
Tawny MacMillan (TM)Zoom
Kasie Gray (KG)
Katrina Kessen (KK)
Elizabeth Cameron (EC)
Raakesh Patel (RP)
Ian Roth (IR)
Alina Reyes (AR)
Julie Golden
OPEN SEAT

ATTENDANCE

X Present [] Absent
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TITLE

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

STAFF/CONTRACTORS:

Ramon Jimenez (RJ)
Kathy Janes (KJ)
Lisa Batson (LB)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Jennifer Seward (JS)

ATTENDANCE

X Present [] Absent
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TITLE

Executive Director
Executive Support Specialist
Marketing & Sales Manager
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator
Development Manager

INTRODUCTION OF GUESTS:

STAFF MEMBERS PRESENT:

- 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.
AR: update on visitor centers, Gualala community center (burned down) hopes to rebuild by 2025, looking to pitch the idea of promoting Visit Mendocino - visitor center over there. \$5m to rebuild. Gualala is trying to raise funds with grants.

- 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: 4/11/24 | See Attachment | Approve
1st KS and 2nd AR Motion Carries

- MARKETING COMMITTEE UPDATE [x] Discussion [x] Possible Action

- MARKETING CHAIR COMMENTS:
Festival(s) Update

JM: leading into the second weekend of the urchin festival, seems like a bust. Regrouping to see how to make next year better. Kelp Fest has taken over the event so looking forward to colaborting next year to make the event even better.

Starting to work the Harvest Festival, if anyone has any ideas please let us know- deadline July 5th – takes time to make changes and design. We want brochures in hand by September.

We just finished up a successful Pinot Fest and Film Fest which were both very successful.

This next weekend is the 10 mile Creek Revival

Colaborting with Wine Song with lots of support to make sure this event is a successful event to keep it going for another year at Little River Inn.

JG: How many wineries do we have down for Winesong?

JM: 75 wineries is full in 2019, last year 40 wineries, the goal for LRI is 30 wineries with breweries and food vendors. Grand tasting total 38-40 vendors with food, other beverages, and wine.

BS: Urchin Fest- As it goes with this years success, was it expected or did it come as a surprise?

JM: We learned about the colaboration with State Parks (Kelp Fest), we were a little surprised with the traction was unsuccessful. We will see if it is worth it for next year, hopefully they will support eachother a little more.

- PR Report | **See Attachment**

- \$26M Advertising/Equivalency

- 179M Audience/Impressions

- 3 Editorial outputs

- 158 Media Placements

- Some of the Key placements were MSN, Luxe Beat and Food & Wine /Japan We have already distributed the Hot Sheet, New & Noteworthy, and Unifest.

- We hosted Ken Whiting as a FAM

- IPW Jamie and Ramon attended in May

- Next Fam trip is in July

- Programmatic Analytics | See Attachment

6k clicks, 186,000 impressions at an average \$0.38 Per Click

- Social Media Analytics – **See Attachment**

- 2.4 M impressions, 58k engagements

- Magic is Real Meta Campaign: 10.3k clicks, \$0.35 Per Click

- Almost Fringe Festival Meta Campaign: 8k clicks, \$0.31 Per Click

- Pinot Fest Meta Campaign: 15k, \$0.22 Per Click

- Website Analytics – **See Attachment**

- 38k Visitors

- 2:20 minute average time per visit

- Bounce rate 44% less than last month at 48%

- Booking Link – **See Attachment**

- 10k searches vs 11k last month

- 1,470 referrals vs 1,500 last month

JG: Asking what is the year over year rather than just the month vs month

BS: The spend is more import? What does it coast to get there.

RJ: There is no cost

- **FINANCE COMMITTEE UPDATE** Discussion Possible Action

- FINANCE CHAIR COMMENTS:
- April 2024 Financials | **See Attachment** | **Approve**
1st BS and 2nd AR Motion Carries
- Review Cash Flow Spreadsheet

- **VISITOR SERVICES UPDATE** Discussion Possible Action

- VISITOR SERVICES CHAIR COMMENTS:
- Gateway Signage Project
JPC: Signage has been reviewed, and we have chosen a design
- Visitor Guide: Are huge and heavy, but lovely and hoping they will last a bit longer. Not have them everywhere, but in places that are most import
- Regional Maps
- Pet Guide

JM: If anyone has rack cards please give them for the state fair, looking for 500 to put into

LB: Calendar of Events is the next that will be printed.

- **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action

- Film Commission Update

RJ: the Mendocino Coast Chamber is recognized by the County and the CA Film Commission as the Mendocino County Film Commission, Chamber staff sends requests to filmmendocino@mcn.org

- New Marketing District Plan Update

RJ: The county will be sharing private campground data from incorporated cities. I've been working with County Counsel this past week on one final issue, the list of assessed businesses in the appendix, but I had a phone call with them yesterday and it sounds like we should expect the final MDP by today or tomorrow (but most likely on Monday)! Once received, we'll get the ball rolling for the next Steering Committee meeting. Some other good news – the County will provide us the BID collections data for the other jurisdictions meaning we will only need to get campground data from the towns and cities – not all lodging business data so that should be an easier lift!

JG: How about Harvest Host bring in revenue (one location having 500 stays)

RJ: We are aware of it, but there are no fees associated with their stays directly to the location, but the properties that they are staying at benefit by the stays.

- Strategic Plan Update

RJ: Carl Ribaud was here, compiled a list of stakeholders

- BID Collections | **See Attachment**

RJ: Lodging level – added a graph about a \$14k bid collection, putting us at a 1.5% down from the past year. What is making up the difference? Looking at data from STR

JG: Looking into ABnB

RJ: Having the county adapt – collect TOT & BID during the booking of the STR just like traditional lodging.

JG: Trending positively

- **FUTURE AGENDA ITEMS** Discussion

JG: Destination Hopland, CORO group – Has very little ability to do media design or creation. Can VMC can do some of this work at cost? Marketing discussion

KG: Hire a contractor

BS: Similar need in the cannabis industry, taking a proactive approach

- **NEXT MEETING**  **Discussion**

Tentative: Thursday, August 8, 2024, at 2:00 PM

- **ADJOURN**

KS 2:55pm