



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, August 8, 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: 2:02

ROLL CALL

BOARD MEMBERS

Brett Schlesinger (BS)
Cab Boettcher (CB)
Tawny MacMillan (TM)
Kasie Gray (KG)
Katrina Kessen (KK)
Elizabeth Cameron (EC)
Raakesh Patel (RP)
Ian Roth (IR) 2:07 PM
Alina Reyes (AR)
Julie Golden
OPEN SEAT

ATTENDANCE

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

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) 2:05 PM
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

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.

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: 6/13/24 | See Attachment | Approve
JG 1st and CB 2nd Motion Carries

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

- MARKETING CHAIR COMMENTS:
Festival(s) Update

JM: We had great success with Art in the Gardens and on Saturday they had 1400 people there and close to the same on Sunday. We helped support that event as sponsors. The fall Festival for Harvest is in full swing of work.

We have some very cool events coming up and we are finishing up the brochures now. Should be to our designer next week. We had great responses from the lodging team, and all of the brochure information will be posted on the website as well. We are working to help put together Winesong. Following Winesong in the beginning of September we will start creating the Seafood & Sips events. Lots of fun things to come so get to Janis early for being on the brochure.

- PR Report – *See Attachment*

JPC: July was amazing regarding coverage. Visit CA had an influencer up for travel and leisure the sleepcation from KO. We had an adorable town and wellness in Mendocino as well as a beat the Heat article which gave us over 5 million impressions. We have Thrillest and our Visit 128 program FAMs coming up this weekend. We got a Media request for 15 people from different countries from Visit CA in October. Fox TV, MSN, Sonoma Magazine, Facing Waves, Astrid Tourism, and much more to come.

- Resources for Media Design Update

LB: We are putting together a list of printers, photographers, and designers to help people out a little more to get images of their properties and other things they might have. This is to just help make flyers and brochures so everyone has resources when we can't build them.

- Commercial – *See Attachment*

LB: We have been lining up with The Ultimate Playground with Visit CA. So in the Fall, we will do more of a harvest, but we want ideas for themes to play on. The Fall release date would be September or October.

- Holiday Marketing – Discussion

LB: We are trying to help make businesses busy during the slow season during Thanksgiving and Christmas time. We are hoping everyone can start planning early.

- State Fair Booth | *See Attachment*

RJ: We had a display holding many brochures we got from partners, and it was very successful.

- Brand Research Survey | *See Attachment*

RJ: We covered 4 markets to see what people were talking about to see the draw. We found that cannabis, wine, and coastal were the most popular. We were low on the scale for outdoor adventures. So we want to work on that angle.

- Programmatic Analytics – *See Attachment*

LB: We had about 5k clicks and 350k impressions at an average \$0.33 Per Click

- Social Media Analytics – *See Attachment*

LB: July Social Generated 2.6M impressions, 59k engagements

We had a Magic is Real Meta Campaign, Music Fest, and WineSong! The People's Choice Awards- Wine Competition, Magic is Real Google Campaign

- Website Analytics – *See Attachment*

LB: 48k visitors which is 10k more than last month

They spent an average time of 2:08

Bounce rate is 47% which is up a little higher than last month at 44%

- Booking Link – *See Attachment*

LB: 13k searches which is up about 3k from last month

2k referrals vs 1,600 last month

- **FINANCE COMMITTEE UPDATE**  Discussion  Possible Action

- FINANCE CHAIR COMMENTS:

- June 2024 Financials | *See Attachment* | **Approve**

BS 1<sup>st</sup> and AR 2<sup>nd</sup> Motion Carries

- Review Cash Flow Spreadsheet

- **VISITOR SERVICES UPDATE**  Discussion  Possible Action

- VISITOR SERVICES CHAIR COMMENTS:

- Gateway Signage Project | ***See Attachment***  
JPC: There are now signs to look over because things are moving forward and we are just waiting on Cal Trans.
- Pet Guide  
JPC: Edits are done so we are waiting to see the final printed material.
- Beer Guide | ***See Attachment***  
JPC: Arrived yesterday and are ready to distribute
- Event Guide | ***See Attachment***  
JPC: Arrived yesterday and are ready to distribute
- Visit 128 Rebrand | ***See Attachment***  
JPC: Cool different project that we have edited in sections. It is done by a team but we edited our section.
- **EXECUTIVE DIRECTOR REPORT** ↗ **Discussion** ↗ **Possible Action**
  - Marketing District Plan Update  
RJ: We are in the middle of our petition drive and we just got over a dozen signatures inland Jamie and I are working on meetings throughout the county for more signatures.
  - Strategic Plan Update  
RJ: We are lining this up with the new BID so we are loving the direction it is heading in but in the next few months we will have something more to present to the board.
  - Cal Travel Summit September 9-11  
RJ: Lisa, Jamie, and Ramon are going on this trip so that should be a good informative conference.
- **FUTURE AGENDA ITEMS** ↗ **Discussion**
- **NEXT MEETING** ↗ **Discussion**  
Tentative: Thursday, October 10, 2024, at 2:00 PM
- **ADJOURN:** KG 2:48 PM