

VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, October 10, 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 2:05 PM**

- **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)

Alina Reyes (AR)

Julie Golden

OPEN SEAT

ATTENDANCE

X Present Absent

X Present Absent

Present X Absent

X Present Absent

Present X Absent

Present X Absent

Present X Absent

X Present Absent

X Present Absent

X Present Absent

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)

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:

- **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: 8/8/24 | **See Attachment | Approve**
- KG 1st and JG 2nd Motion carries

- **MARKETING COMMITTEE UPDATE Discussion Possible Action**

- **MARKETING CHAIR COMMENTS:**
- Festival(s) Update

JM: Harvest is a huge county effort that is focused on getting heads in beds. We have had some good contact with people helping. We are working on the Seafood and Sips brochure and the current project we are working on is the Mushroom Train. The holiday update is we are doing “the most magical time of the year in Mendocino County.”

- PR Report – **See Attachment**

JPC: We got lots of great coverage recently and we had Travel and Leisure here and he had an amazing time while he was here. He said he loved everything about Mendocino County. We have the Visit CA tour coming through 128 from a few different countries. LA Times, NBC LA, ABC TV, Forbes, and a few other media press releases. We are working with Wine Enthusiast to put out a big promotion.

- Programmatic Analytics – **See Attachment**
LB: We had about 2.3k clicks and 57.7k impressions at an average \$1.08 Per Click
- Social Media Analytics – **See Attachment**
LB: September Social Generated 1.4M impressions, 7.5k engagements
We ran the Magic is Real Meta Campaign, launched the Harvest well as the Mushroom Train Meta Campaign, finished up the Winesong campaign, and Magic is Real Google Campaign
- Engagement Summary- **See Attachment**
LB: 29k visitors
They spent an average time of 2:07
Bounce rate 44% which is down from last month at 45%
- Booking Link – **See Attachment**
LB: 6k searches which down from 8k last month
860 referrals vs 1k last month

- **FINANCE COMMITTEE UPDATE** Discussion Possible Action
 - FINANCE CHAIR COMMENTS:
 - August 2024 Financials | **See Attachment** | **Approve**
IR 1st and JG 2nd Motion Carries
RJ: We have had a few conversations with the county because they switched our office and it has not been as smooth recently.

- **VISITOR SERVICES UPDATE** Discussion Possible Action
 - VISITOR SERVICES CHAIR COMMENTS:
 - Gateway Signage Project
JPC: We got out the letter for paramount yesterday.
 - Visit 128 Rebrand | **See Attachment**
JPC: This was designated as America's wine road. So now the 4 counties it runs through have taken it over and we have the most robust section on 128.
 - Pet Guide
LB: The pet guide should be here next week
 - Tear Off Maps
JPC: We are jumping on this project now.

- **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action
 - Marketing District Plan Update
RJ: Working on petitions signed and got a good amount back. We are at 30% of 50 petitions signed. Meeting with the county and Civitas on Tuesday to discuss the contract through Civitas. Also, meeting with supervisors to go over the contracts for clarification.
 - Strategic Plan Update
RJ: We received the 1st draft, it is 30 pages so we are proofing, asking questions, and making changes so we can have our travel group go over and present the final draft of the plan.

- **FUTURE AGENDA ITEMS** Discussion

- **NEXT MEETING** Discussion
Tentative: Thursday, December 12, 2024, at 2:00 PM

- **ADJOURN KG at 2:48 PM**