



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, December 6, 2022 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/86742382365>

*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.

1. CALL TO ORDER

2. ROLL CALL

Festival Committee

Festival Committee	Attendance Status	Title
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Chair
Tom Yates (TY)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Gregg Lamer (GL)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Terrie Swift (TS)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Elyse Hopps (EH)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Kelley Litle (KL)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Member

Marketing Committee

Marketing Committee	Attendance Status	Title
Cally Dym (CD)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Member
Elizabeth Cameron (EC)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Member
Alyssum Weir (AW)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Raakesh Patel (RP)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Member
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Member
Kasie Gray (KG)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Julie Golden (JG)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Member

Staff Members

Staff Members	Attendance Status	Title
Travis Scott (TRS)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing and Sales
Jamie Peters-Connolly (JC)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Partner Relations & Communications
Mckenzie McLain (MM)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing & Communications
Janis MacDonald (JM)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Festival Coordinator

Introduction of Guests: Scott Connolly, Andiron Inn

3. CHAIR’S COMMENTS:

- FESTIVAL COMMITTEE CHAIR:
- MARKETING COMMITTEE CHAIR:

4. 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.

5. CONSENT AGENDA ITEMS Discussion Action Item

- 11.08.2022 Meeting Minutes – See Attachment
 - TS 1st and KK 2nd Motion Carries

6. ITEMS FOR REVIEW Discussion Action Items

- Tasting Fees Discussion (Introduction by Scott Connolly)
 - SC: Opening the county’s wine tourism by removing tasting room fees. We shouldn’t have these fees because customers are complaining about the costs of fees. Will put a wrench in our market.
 - CD: Most tasting rooms list fees on tock and costs can be found when calling
 - JC: On tock for Lichen its only 25 dollars

- RJ: Everyone in the valley charges a fee and it only covers a fraction of costs along with helping be able to schedule staff accordingly. Also, BB said VMC doesn't have the ability to tell a business how to operate.
- KK: Recognizes the concern, however, we are not able to tell businesses how to run for their success. It is important to help give them the tools to succeed. So, we need to support how much they feel is right for them to charge.
- Brand Launch Updates
 - We have finally received all proposals we were looking for and we are piecing together a whole campaign within our budget. We are waiting on an online update, but we will have a rough go for January Board Meeting.
- PR Report
 - We had Amber from Chicago Tribune, Ko, Matt Filano, and Chelsea Davis coming for Seafood Festival. Key placements USA Today, 7x7 Marin living, yahoo, travel.com, Los Angeles Times, and sunset. Visit CA Tradeshow in April in LA, Jan. Board Meeting at LRI.
- Festival(s) Update
 - JM: We had a good Taste Wrap-Up meeting and MWI will send out stats. We will do that again during the Harvest Festival. The Skunk Train was a successful Sell Out. The upcoming festival is coming along swimmingly. We have the crab Cake Cook-Off and the Wine Comp. We will have a new event with Destination Hopland during Seafood and Sips. The Crab Cake will only have 10 wineries so more people can be at the sparkling wine and oyster festival. The brochure is all-inclusive.
 - CD: Are the cannabis events searchable?
 - RJ: No the brochure is on the site and google can't see cannabis
- Room to Roam Analytics – *See Attachment*
 - 11.9K clicks, 1.86M impressions
- Social Media Analytics – *See Attachment*
 - 890,544 impressions
 - 13,149 engagements
 - 19,074 clicks
- Website Analytics – *See Attachment*
 - Oct vs Nov -26.56%
 - Nov vs Nov -3.08%
 - Directed ads to event ticket sales
- Booking Link – *See Attachment*
 - 893 Searches
 - 715 Referrals
- Wrap-Up | What to Report to the BOD
 - Festival & Marketing Committee Reporting to BOD | Discussion
 - Festival
 - Marketing

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:**
- **Marketing Committee:**

8. NEXT MEETING DATE Discussion

February 7th

- **FESTIVAL:** Discussion
- **MARKETING:** Discussion

9. ADJOURN Action

- Kk moves to adjourn