



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, October 11, 2022 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/83180909989>

\*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 10:06 AM

2. ROLL CALL

Festival Committee

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

Marketing Committee

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

Staff Members

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

Introduction of Guests:

Brendan McGuigan – Agency Xi  
Jennifer Seward - Guest

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

- 9.6.2022 Meeting Minutes – See Attachment
- KK 1<sup>st</sup> and EC 2<sup>nd</sup> Motion Carries

6. ITEMS FOR REVIEW  Discussion  Action Items

- 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.
- BB: Not sure when we would use the graphics. Seems like a departure from branding with the sun.
- BM: Hoping to keep the pretty sub-campaigns in our back pocket.
- TRS: Which of the Mendocino logo is everyone's favorite?
- KG: Not a fan of the sub-campaign
- CD: Waves with the sun shaded in
- BB: Likes the logo with the tree on the I
- TRS: We need direction, so we need to select the one we like most.
- TL: The no comes out strong when the I is the tree at the end
- KK: Loves the tree and thinks it is pretty but wants to insert it as a Tree for Visit Ukiah
- BM: We can let the team work next week to come up with some other Tree Elements
- BB: Wondering if there were other versions of the sun and waves or rolling hills on the O
- TRS: Part of what we do is making sure we keep our branding forward and is concerned about sliding in the wrong direction by going back to the redwood thing. We should hold ADR up in our branding
- JS: Doesn't just see waves and gets a vineyard look as well, looks clean and classic, and think it could be left to interpretation depending on what you put it on
- TS: Very elegant and goes well in black and white along with color
- KK: The only thing is we want to make sure we are adding Mendocino County, not just Mendocino
- Moving toward direction of the sun KK 1<sup>st</sup> and TS 2<sup>nd</sup> 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
  - CD: Can the Tidrick event be moved to the Harvest Festival
  - BB: Concerned that AV wineries won't participate

- JM: The idea is the open houses will happen Sunday, but it is a little late now.
- RJ: Made it clear that they would benefit through VMC Marketing, but they planned it based on what works for them. However, they are feeling that they could use our help. So, it is good to think about it for next year.
- JM: We need buy-in from Inland lodging
- TRS: Have been working hard for wellness
- Q4 Television and Radio Contracts
- 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 \$0.31 Sept 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)
- Wrap-Up | What to Report to the BOD
  - Festival & Marketing Committee Reporting to BOD | Discussion
  - Festival: Updates on how The Harvest and Seafood & Sips
  - Marketing: Lead the Logo development discussion

**7. FUTURE AGENDA ITEMS  Discussion**

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

**8. NEXT MEETING DATE  Discussion**

- **FESTIVAL TENTATIVE:** Tuesday, November 8, 2022 10 AM
- **MARKETING TENTATIVE:** Tuesday, November 8, 2022 10 AM

**9. ADJOURN  Action**

- **EC 1<sup>st</sup> and KG 2<sup>nd</sup> Motion Caries 11:23 AM**