



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, November 8, 2022 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/88601931017>

*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 10:09 AM

2. ROLL CALL

Festival Committee

	Attendance Status	Title
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Chair
Tom Yates (TY)	<input type="checkbox"/> Present X Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present X Absent	Member
Katrina Kessen (KK) 10:14 AM	X Present <input type="checkbox"/> Absent	Member
Terrie Swift (TS) 10:13 AM	X Present <input type="checkbox"/> Absent	Member
Elyse Hopps (EH)	X Present <input type="checkbox"/> Absent	Member
Kelley Litle (KL)	X Present <input type="checkbox"/> Absent	Member

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)	X Present <input type="checkbox"/> 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)	<input type="checkbox"/> Present X Absent	Member
Julie Golden (JG)	<input type="checkbox"/> Present X Absent	Member

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)	X Present <input type="checkbox"/> 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
Jennifer Seward (JS)	X Present <input type="checkbox"/> Absent	Program Manager

Introduction of Guests:

Scott Connolly

3. CHAIR’S COMMENTS:

- **FESTIVAL COMMITTEE CHAIR:** BB: Very happy with the success and turn out as a new event and venue. Will need to revisit the location. Sold 275 tickets and the goal was 250 plus they sold 25 at the door. 54 and 57 local tickets sold. Tickets came from all over the North Bay and other places. The digital adds were very successful.
- **MARKETING COMMITTEE CHAIR:** CD: The digital adds and directing people to ticketing sights is drawing in more people for Mushroom Train has been successful. 179 tickets for mushroom train and 97 have a whiskey add on.

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

- 10.11.2022 Meeting Minutes – See Attachment
AW 1st and KK 2nd Motion Carries

6. ITEMS FOR REVIEW Discussion Action Items

- Festival Committee Resignation
 - Tom Liden – *See Attachment*
 - TRS: Janis is on the search for a new festival committee member
- Brand Launch Media Outlet Research
 - TRS: We are going to bring back info for the team in our December meeting. Rather than doing a 1-month campaign we are thinking a quarter long launch.
- PR Report
 - TRS: Spectacular Year. Harvest Festival Brought a lot of people in. Steve La Rosa from Sacramento, Kim Westermann from Forbes, 7x7, Travel and Leisure, Vogue magazine, food and travel. Marijuana venture. Ko is on her way to Visit California in Seattle. The next media mission is in April in LA. We have completed 5 months with 469 total placements, 314 million dollars in ad equivalency and over a billion impressions, 13 of 18 FAMs done but we haven't counted harvest or seafood. We will be at 2 projected trade shows. Media doesn't want to come to wine events. We are going to try and move away from all the wine events at this point. Media only events that are short and sweet like speed dating style would be there interest for FAMs right now.
- Get Your Glass Over Here Commercial – *See Attachment*
 - TRS: New commercials will be here in January but for right now everyone should go watch this campaign.
- Festival(s) Update
 - JM: Right in the middle of Harvest 10-day festival and we are off to a great start so far, we have several things going on in the week which has drawn in crowds. Jamie is lead on Wellness month in January. Seafood and Sips so far is going well, and we should be able to get Seafood and Sips done hopefully at the end of the week. Lots more lodging engagement in Seafood & Sips.
 - Move Meet N Greets to Tuesdays either December or starting January
- Q1 2023 Television and Radio Contracts
 - October 22 vs October 21 Up 11.05% 46,781 vs 42,127 October vs September Up 6.43% 46,781 vs 43,954
 - Top Cities: SF, San Jose, Sacramento, LA
- Room to Roam Analytics – *See Attachment*
 - Room to Roam: 21,712 clicks, CPC \$0.34
- Social Media Analytics – *See Attachment*
 - Social Media: 5.7M Impressions, 51,558 engagements
- Website Analytics – *See Attachment*
 - RJ: Google Ads: 1.4k clicks, 1.94M Impressions, Avg CPC \$0.21
- Booking Link – *See Attachment*
 - RJ: Book Direct: 1,219 searches, 916 Referrals
- Wrap Up | What to Report to the BOD
 - Festival & Marketing Committee Reporting to BOD | Discussion
 - RJ: Taste Mendocino: 5,672 clicks, CPC \$0.92
 - Harvest Mendocino: 13,574 clicks, CPC \$0.55
 - Mushroom Train: 13,739 clicks, CPC \$0.38
 - Festival
 - Marketing

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:**
- **Marketing Committee:** Share the MOU

8. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Tuesday, December 6, 2022 10AM
- **MARKETING TENTATIVE:** Tuesday, December 6, 2022 10AM

9. ADJOURN Action

EC Motion Carries at 10:57 AM