



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES**

DATE: Tuesday, November 9, 2021 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/82786090539>

*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 10:04 AM

2. ROLL CALL

Festival Committee

Bernadette Byrne (BB)
Tom Liden (TL)
Tom Yates (TY)
Gregg Lamer (GL)
Katrina Kessen (KK)

Attendance Status

X Present Absent
X Present Absent
X Present Absent
 Present X Absent
X Present Absent

Title

Chair
Member
Member
Member
Member

Marketing Committee

Scott Connolly (SC)
Bernadette Byrne (BB)
Susie Plocher (SP)
John Dixon (JD)
Alyssum Weir (AW)
Raakesh Patel (RP)
Cally Dym (CD)
Brett Schlesinger (BS)
Kasie Gray (KG)

Attendance Status

X Present Absent
X Present Absent
 Present X Absent
 Present X Absent
 Present X Absent
 Present X Absent
X Present Absent
X Present Absent
X Present Absent

Title

Chair
Member
Member
Member
Member
Member
Member
Member
Member

Staff Members

Travis Scott (TS)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)

Attendance Status

X Present Absent
X Present Absent
X Present Absent

Title

Executive Director
Marketing and Sales Coordinator
Partner Relations & Communications

Introduction of Guests:

Makenzie Blaylock - Mendocino Wine Growers

3. CHAIR’S COMMENTS

- **FESTIVAL COMMITTEE CHAIR**

- Looking forward to hear where we stand on festivals

- **MARKETING COMMITTEE CHAIR**

- Looking forward to the reopening of marketing again and calls to action

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

- 6.1.2021 Meeting Minutes
- 7.6.2021 Meeting Minutes
- 8.3.2021 Meeting Minutes
- 9.7.2021 Meeting Minutes
- 10.5.2021 Meeting Minutes
 - 1st CD 2nd TL *Motion Carries*

6. ITEMS FOR REVIEW Discussion Action Items

- Sharon Haag Resignation – *See Attached*
- PR Report

- TS: issued 2 press releases
- 3 media FAM tours since October 8th
- 425M ad equivalency since July
- 1.33B Impressions since July
- TS attended media mission in LA
- Budget Adjustments
 - TS: Increased multiple line items within the budget
 - Includes budget adjustment for gateway signs, rebrand and new website
- Cultivar Update
 - JC: Cultivar met with different stake holders and partners over the last month
 - Webinar invitation going out later today (1 hour long) to talk about the initiatives
- Resident Sentiment Study
- Visitor Survey
 - JC: Reach out to various organizations regarding a resident sentiment study and decided to complete both the study and survey one after another
 - Goal is to find out what our locals think about tourism and their wants
 - Received two different proposals and would like to select one and begin the process in January
- Mendocino Film Festival
 - JC: They have a new executive director. Met with them and VMC offered support with in-kind contribution (marketing, swag bags, etc.)
- Q3 Campaign – *See Attached* | Approve
 - Television, Radio, Podcast, Social Media and Programmatic
 - BB: Motion to approve proposals as presented
 - 1st BB 2nd KK *Motion Carries*
- Travel and Adventure Show SF/Bay Area
 - RJ: VMC staff attended the show and collected about 200 emails for our marketing email list
 - More successful than San Diego pre-pandemic
- Room to Roam Update (Call to Action)
- Room to Roam Analytics – *See Attached*
- Social Media Updates/ Analytics – *See Attached*
- Google Analytics – *See Attached*
- Booking Link – *See Attached*
- Wrap Up | What to Report to the BOD
 - Festival
 - Marketing

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:**
- **Marketing Committee:** Scripts for commercials

8. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Tuesday, December 7, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, December 7, 2021 10AM

9. ADJOURN Action by KK 11:01 AM