



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

DATE: Tuesday, December 1, 2020 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/88482301003?pwd=T0xjdFZFbzdUN1FEYkZiMGRzTOVSZz09>

*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 10:03 AM

2. ROLL CALL

Festival Committee	Attendance Status	Title
Bernadette Byrne (BB)	<input type="checkbox"/> Present X 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)	X Present <input type="checkbox"/> Absent	Member
Kevin Brutocao (KB)	<input type="checkbox"/> Present X Absent	Member
Jamie Peters-Connolly (JC)	<input type="checkbox"/> Present X Absent	Member

Marketing Committee	Attendance Status	Title
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input type="checkbox"/> Present X Absent	Member
Susie Plocher (SP)	X Present <input type="checkbox"/> Absent	Member
John Dixon (JD)	X Present <input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	X Present <input type="checkbox"/> Absent	Member
Jennifer Seward (JS)	<input type="checkbox"/> Present X Absent	Member
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Member
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	<input type="checkbox"/> Present X Absent	Member

Staff Members	Attendance Status	Title
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator

Introduction of Guests:

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.

- AW: Art council doing a workshop with West Company focusing on promoting themselves through social media
- JD: Lodging continues to meet every Monday

5. CONSENT AGENDA ITEMS Discussion Action Item

- 10.13.2020 Meeting Minutes
- 11.3.2020 Meeting Minutes
 - No Quorum in Festival Committee so minutes could not be approved

6. ITEMS FOR REVIEW Discussion Action Items

- Winter Campaign Analytics – *See Attached*
 - 26.59% less spend than MMWW last year and 35.95% more clicks
 - Cost per click only \$0.65 compared to MMWW \$1.20
- Winter/Micro Trips

- Creating MendoMoment that will be linked to FB/IG and AXM with Room to Roam headline through Winter
- PR Update
 - Great Forbes article published
 - 1 FAM coming this weekend
- Social Media Updates/ Analytics – *See Attached*
 - Of the 1,382,371 impressions, 1,154,684 were paid impressions from the “Our View of Fall” campaign
- VMC.com Google Analytics – *See Attached*
 - No events and COVID have affected website traffic
- Wrap Up | What to Report to the BOD
 - Festival
 - Marketing

7. **FUTURE AGENDA ITEMS** ✓ **Discussion**

- **Festival Committee:**
- **Marketing Committee:**
 - Cost difference in our media buys and how well they are performing

8. **NEXT MEETING DATE** ✓ **Discussion**

- **FESTIVAL TENTATIVE:** Tuesday, January 5, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, January 5, 2021 10AM

9. **ADJOURN** ✓ **Action 10:28AM by JD**