



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, February 7, 2023 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/84045682015>

*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
Makenzie Blaylock (MB)	<input type="checkbox"/> Present X Absent	Chair
Tom Yates (TY)	X Present <input type="checkbox"/> Absent	Member
Gregg Lamer (GL)	X Present <input type="checkbox"/> 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)	X Present <input type="checkbox"/> Absent	Member
Kelley Litle (KL)	X Present <input type="checkbox"/> Absent	Member
Tawny MacMillan (TM)	X Present <input type="checkbox"/> Absent	Member

Marketing Committee

	Attendance Status	Title
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Chair
Christopher Boettcher (CB)	<input type="checkbox"/> Present X Absent	Member
Elizabeth Cameron (EC)	X Present <input type="checkbox"/> 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) 10:06 AM	X Present <input type="checkbox"/> 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)	<input type="checkbox"/> Present X Absent	Marketing & Communications
Janis MacDonald (JM)	X Present <input type="checkbox"/> Absent	Festival Coordinator
Jennifer Seward (JS)	X Present <input type="checkbox"/> Absent	Development

Introduction of Guests:

- Brendan McGuigan – Agency Xi

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

- 12.06.2022 Meeting Minutes – See Attachment
- No Quorum

6. ITEMS FOR REVIEW Discussion Action Items

- Festival(s) Update
 - JM: Two weeks of rain affected ticket sales
 - Mendocino Sparkling Celebration sold 120 tickets with a younger demographic
 - Cioppino Dinner sold 145 tickets and everyone enjoyed the event

- Crab Cake Cookoff had a completely new format and guests seems to enjoy it overall
- Beer Trail is being updated for release
- Many festivals coming up and will be reaching out to offer support
- CD: With festivals back, it was a great result for the non-profits, but we have a ways to go to fill up hotel rooms during this festival like in the past.
- TM: Crab cake cookoff didn't sell out, but most people really loved it.
- Agency Xi Website/Rebrand Update
 - BM: Looking at changing the model for how we create the DMO website
 - We want to really lower the bounce rate and keep them engaged
 - Creating more "local insider" content
 - Working on an updated timeline
- PR Report
 - RJ: Matt Villano and Chelsea Davis were here for the 2nd weekend anchor events
 - Key placements: USA Today, Conde Nast Traveler, Travel & Leisure, Thrillist, 7x7
- Q4 Television and Radio
 - RJ: We would like to pause television and radio for Q4 and focus on programmatic until rebrand and website are ready to release
 - CD: Feels confident in staff making that decision
- Room to Roam Analytics – *See Attachment*
- Google Analytics: 8.4K Clicks, 2.22M Impressions
- Social Media Analytics – *See Attachment*
 - Room to Roam had 26,506 clicks
 - Event Ads: 42,895 clicks direct to ticket buying pages
- Website Analytics – *See Attachment*
 - Website Jan 22 vs Jan 23 -22.64% (-11,638 users)
 - The big difference is we routed ads directly to ticket pages instead of routing through our website
 - Website Dec vs Jan 20.66% (+6801)
- Booking Link – *See Attachment*
 - 935 searches, 783 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

- **FESTIVAL:** March 14, 2023 (2nd Tuesday so there is no conflict with Outlook Forum)
- **MARKETING:** March 14, 2023 (2nd Tuesday so there is no conflict with Outlook Forum)

9. ADJOURN Action 10:31 by EC