



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

**DATE: Tuesday, March 1, 2022 | START TIME: 10:00 AM**

**PLACE: <https://us02web.zoom.us/j/82817067514>**

\*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**

	<b>Attendance Status</b>	<b>Title</b>
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)	X Present <input type="checkbox"/> Absent	Member
Katrina Kessen (KK) 10:37AM	X Present <input type="checkbox"/> Absent	Member
Terrie Swift (TS)	X Present <input type="checkbox"/> Absent	Member

**Marketing Committee**

	<b>Attendance Status</b>	<b>Title</b>
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
Susie Plocher (SP)	<input type="checkbox"/> Present X Absent	Member
John Dixon (JD) 10:09AM	X Present <input type="checkbox"/> 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)	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Member

**Staff Members**

	<b>Attendance Status</b>	<b>Title</b>
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)	<input type="checkbox"/> Present X Absent	Festival Coordinator

**Introduction of Guests:**

- Scott Conolly – BOD Chair
- Elyse Hopps – Point Arena Merchant Association
- Kelley Litle – Point Arena Merchant Association

**3. CHAIR’S COMMENTS:**

- **FESTIVAL COMMITTEE CHAIR:** Great to have more representation of the entire county. Had a great brainstorming session with VMC and GUBTA.
- **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**

- 2.1.2022 Meeting Minutes – *See Attachment*
  - 1<sup>st</sup> EC 2<sup>nd</sup> TL *Motion Carries*

**6. ITEMS FOR REVIEW  Discussion  Action Items**

- PR Report
  - TS: Visit CA (Germany) will be here this month
  - Key placements: Maxim Magazine, NBC Bay Area, Via Online, 7x7, Press Democrat, Wall Street Journal

- Press release for Beer Trail going out soon
- Beer Trail Update
  - TS: We have all the participants ready. Working on creating trifold and working on press release
- Spring Sparkling Wine Media Push
  - JC: Over 25 sparkling producers in the county. Sending Koleen the information to begin work on a press release
- Cultivar Strategies
  - JC: Currently working on a PowerPoint proposal to put together for a webinar. They are also working on partnering with organizations like the Mendocino Film Festival
  - AW: There is potential for dispensaries to partner with artist to do art shows and concerts
- Whale Festival
  - RJ: Consumer email, MendoMoment and social ads are currently running the month of March
- White Wine Weekend Campaign
  - RJ: The campaign was successful – 779,808 impressions, 164,575 reach, 5,787 link clicks
- Podcast Update
  - RJ: 1<sup>st</sup> episode released on February 15. Currently has over 460 views. 2<sup>nd</sup> episode scheduled to release on March 15
- RoGoPro Podcast Proposal – *See Attachment*
- Audacy Proposal – *See Attachment*
- KCRA Proposal – *See Attachment*
- ABC7 Proposal – *See Attachment*
  - Motion to approve all four proposals
  - 1<sup>st</sup> AW 2<sup>nd</sup> JD *Motion Carries*
- Room to Roam Analytics – *See Attachment*
- Social Media Analytics – *See Attachment*
- Website Analytics – *See Attachment*
- Booking Link – *See Attachment*
  - Wrap Up | What to Report to the BOD
- Festival & Marketing Committee Reporting to BOD | Discussion
  - CD: Summarize the analytics with highlights/challenges
  - Festival: Discuss dates for Harvest Festival: Proposed dates: November 4 – 13
    - BB: Inland needs a signature event and looking at the Harvest Feast, we discussed bringing Taste Mendocino and host it in Ukiah on the 1<sup>st</sup> weekend of November
    - Friday would be MWI Harvest party with media invited, Saturday would be the Taste Mendocino grand tasting in downtown Ukiah during the day with a Winemaker dinner that evening. Sunday would be promoting open houses at wineries throughout Mendocino County.
    - Discuss dates for Crab & Seafood Festival: Proposed dates: January 27 - February 5
  - Festival: Fall Harvest Feast dates and confirmation for Crab & Seafood Feast dates
  - Marketing: Podcast, radio and televisions proposals, analytic highlights

## 7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:** Approve Elyse Hopps to Festival Committee
- **Marketing Committee:** Plan to support organizations via marketing for events and festivals

## 8. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Tuesday, April 5, 2022 10AM
- **MARKETING TENTATIVE:** Tuesday, April 5, 2022 10AM

## 9. ADJOURN Action 11:04 AM by JD