



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

DATE: Tuesday, March 14, 2023 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/82755525869>

*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 10:05

2. ROLL CALL

Festival Committee	Attendance Status	Title
Makenzie Blaylock (MB)	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)	<input type="checkbox"/> Present X Absent	Member
Terrie Swift (TS)	<input type="checkbox"/> Present X Absent	Member
Elyse Hopps (EH)	X Present <input type="checkbox"/> Absent	Member
Kelley Litle (KL)	<input type="checkbox"/> Present X 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)	X Present <input type="checkbox"/> Absent	Member
Elizabeth Cameron (EC)	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)	<input type="checkbox"/> Present X Absent	Member
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Member
Julie Golden (JG) 10:13 AM	X Present <input type="checkbox"/> 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)	<input type="checkbox"/> Present X Absent	Development

Introduction of Guests: Scott Connolly, The Andiron

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: There was an education about what VMC does and how Art can be seen and included in promotion. The art community felt frustrated, so we got information on what the top concerns from the group are so we can work together to help. There is another meeting in one month to get ideas on how they really need help.

5. CONSENT AGENDA ITEMS Discussion Action Item

- 2.07.2023 Meeting Minutes – *See Attachment*
- EC 1st and MB 2nd

6. ITEMS FOR REVIEW Discussion Action Items

- Festival(s) Update

- JM: Almost Fringe April 22 and Crassaun de April. Hoping to make it a joined festival. We also sent out the grant funding information for different events. Has been very popular.
- Harvest Festival Dates: October 27-November 12, 2023
 - Weekend 1: Mushroom Train, 2: Tidrick, 3: Taste Mendocino
- PR Report
 - TRS: Seafood & Sips had Matt Kelano and Kelsey Davis, Roberta Gonzales, Noah Leaderman, and we are working on upcoming FAMS Visit CA French Office, GO Gentley, Visit CA UK office. Modern Luxury, 7x7, USA Today, Time out, and MSNBC. We released our Traveling with Tykes PR with Visit CA doing there's at the same time. We are working on Biking PR next. Also working on our second Cannabis PR coming out in May. Also working on upcoming festival season already to peak media interest. Clara Shook has been a photographer at all events to entice media. Stakeholder PR went out last week to report all our good news. LA Media Mission in April and Jamie is going to go represent us. Ko also was just in town to experience all the cool things we have going on.
- Visit California's Outlook Forum
 - TRS: Got to learn a lot of new information as a team. Visit CA has taken note of our following because we were able to see in all the breakout session and meetings that we were practicing best standards and we were asked to help support the wine in the family dinner with the Skunk Train as our partner. The agenda thanked us at Visit CA. Caroline Batita is standing fully behind us as an organization. She is willing to come back to meetings and speak to the board of supervisors.
- Denver Travel & Adventure Show
 - TRS: Didn't make it to the show because of all the delays and cancelled flights. They rolled our dollars to next year's travel and adventure show.
- Podcast Idea – Scott Connolly
- Room to Roam Analytics – *See Attachment*
 - 24,098 clicks
 - \$0.17 CPC
- Social Media Analytics – *See Attachment*
 - 886,880 impressions
 - 17,195 engagements
- Website Analytics – *See Attachment*
 - About 4,000 visitors less than in January
- Booking Link – *See Attachment*
 - 15.8K clicks
 - 1.97M impressions
 - \$0.14 CPC
- White Wine Weekend 2,040 clicks
 - \$0.47 CPC
 - 268 tickets. 42 were complimentary.
 - 80% were returning visitors; 20% were new visitors to Anderson Valley
- 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:** April 4, 2023
- **MARKETING:** April 4, 2023 – **IN PERSON** - Discussion

9. ADJOURN Action

- MB 1st and AW 2nd 11:02 AM