



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, March 3, 2020 | START TIME: 10:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 | 345 North Franklin Street, Fort Bragg CA

CALL-IN LOCATIONS: KOZT, 110 South Franklin St. Fort Bragg, CA | Redwood Empire Fair, 1055 N State St, Ukiah CA

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50 8962 #

*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 | BB at 10:01 AM

2. ROLL CALL

Festival Committee

Bernadette Byrne (BB)

Martha Barra (MB)

Tom Liden (TL)

Tom Yates (TY)

Gregg Lamer (GL)

Kevin Brutocao (KB)

Jamie Peters-Connolly (JC)

Attendance Status

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Title

Chair

Member

Member

Member

Member

Member

Member

Marketing Committee

Scott Connolly (SC)

Bernadette Byrne (BB)

Susie Plocher (SP)

John Dixon (JD)

Alyssum Weir (AW)

Jennifer Seward (JS)

Cally Dym (CD)

Brett Schlesinger (BS)

Attendance Status

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Title

Chair

Member

Member

Member (Joined at 10:24 AM)

Member

Member (Joined at 10:36 AM)

Member (Joined at 10:04 AM)

Member

Staff Members

Travis Scott (TS)

Katrina Kessen (KK)

Ramon Jimenez (RJ)

Emily Saengarun (ES)

Attendance Status

Present Absent

Present Absent

Present Absent

Present Absent

Title

Executive Director

Partner Relations Manager

Marketing and Sales Coordinator

Administrative Services Manager

Introduction of Guests

Kate Hawthorne, Liquide Fusion Kayak

Kacie Grey, W Real Estate

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 Possible Action

- Minutes

- 10.15.2019 Marketing Meeting Minutes – **Not Available**
- 1.8.2020 Festival_ Marketing Committee Minutes
- 2.4.2020 Festival_ Marketing Committee Minutes

Festival approval as written; Roll Call: All present approved, 2 absent, motion passes

Marketing approval as written; Roll Call: All present approved, 3 absent, motion passes

6. ITEMS FOR REVIEW Discussion Possible Action Items

- Crab Feast | Survey Results | **Committee suggested calling for survey results in the future.**
- (Standing Item) Spring Feast 2020 | EST: Friday, April 17, 2020 to May 17, 2020 | Refer to as Spring Promotion

- Spring Brew/Beer Trail Event Planning
 - Window Clings | Yard Signs (Not using for Spring) | Brochures/Maps (See Attached Image)
- Timeline for promotion – March 17; launch date. | On schedule
 - Feb 29th All participant information
 - Mar 6th MendoMoment Complete
 - Mar 9th All campaign assets to MMWW for 3/17 launch
- Marketing Update | PR
 - See Attached Images | April 1, 2020 Banner Launch
- SD & LA Travel & Adventure Show Recap | Upload LA
- Updated Visitor Guide
- State Fair Booth | TS requested committee ideas/suggestions
- Division of Duties
 - Marketing Committee to set 2020/2021 Concepts for Mendo Moments
- Creation of New Sub-Committee; RFP Review Committee: Members JS and SC

Informational only:

- Whale festival campaign update.
- Any MMWW reporting | 3/31/2020 End Date
- Any TheorySF
- Partner Outreach Update
- Wrap Up | What to Report to the BOD
 - Festival
 - Spring Promotion Updates
 - Marketing
 - Division of Duties
 - Terms of the Contracts/Deliverables for: MMWW, TheorySF, Other Marketing Contracts
 - Staff input/feedback on TheorySF followed by a VOTE on putting out an RFP for TheorySF duties/deliverables.

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:**
 - New Standing Item: Current Festival/Event Campaign Analytics' Report from Marketing Staff for Festival Meetings.
 - Results of the 2 taglines (when available), most popular?
 - Good times are Brewing (or)
 - This Place is Hopping
- **Marketing Committee:**
 - Research current contracts, strategies and budgets.
 - Answer the question: best to put (the smaller amount of) marketing dollars towards branding or events?
 - Refresh CA Capital Display
 - Emergency Plan for Stakeholders
 - RFP Progress
 - Public Art 101 (AW-Presentation)

8. NEXT MEETING DATE Discussion | SET at 10:00 AM

- **FESTIVAL TENTATIVE:** Tuesday, April 7, 2020
- **MARKETING TENTATIVE:** Tuesday, April 7, 2020

9. ADJOURN Action | CD at 11:27 AM