



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

DATE: Tuesday, April 5, 2022 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/89601491337>

*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 10:03AM

2. ROLL CALL

Festival Committee

	Attendance Status	Title
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Chair
Tom Liden (TL)	X Present <input type="checkbox"/> Absent	Member
Tom Yates (TY)	X Present <input type="checkbox"/> Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Katrina Kessen (KK)	<input type="checkbox"/> 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

Marketing Committee

	Attendance Status	Title
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) 10:06AM	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)	<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)	X Present <input type="checkbox"/> Absent	Marketing & Communications
Janis MacDonald (JM)	<input type="checkbox"/> Present X Absent	Festival Coordinator

Introduction of Guests:

- Kelley Litle – Point Arena Merchants Association
- Scott Conolly – VMC Board Chair

3. CHAIR’S COMMENTS:

- **FESTIVAL COMMITTEE CHAIR:** A lot to discuss regarding events today. It’s going to be challenging but it gives us the opportunity to reevaluate the events/festivals
- **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

- 3.1.2022 Meeting Minutes – *See Attachment*
- 1st EC 2nd TL *Motion Carries*

6. ITEMS FOR REVIEW Discussion Action Items

- Approve Elyse Hopps as Festival Committee Member
- 1st JD 2nd TS *Motion Carries with abstention from Elyse Hopps*
- PR Report

- TS: Working on 4-5 media trips with interest in the sparkling wine trek
- Beer Trail Update
 - JC: Email blast and MendoMoment were released last week
 - Collateral sent to print and waiting for it to arrive to distribute to participants and chambers
- Fall Harvest Feast
 - BB: Having media on Friday evening or MWI's annual harvest party, with a grand tasting on Saturday and a diner following, both by Alexander Thomas Plaza. Working with Janice to figure out how to incorporate the farmer's market.
 - JC: The following weekend will be the anchor event for the coast and will likely be mushroom oriented
 - BB: We can include mushrooms to the inland event
- Crab Feast Update
 - TS: Crab cake cook-off tentative dates worked for Tawny (January 27-February 5)
- Festival Names
 - CD: We should go back to festival instead of feast. Harvest Festival, Harvest Celebration, etc.
 - BB: The festival name has a lot of history and they have been successful for the most part. We can revert to using festival again.
 - TY, TL, TS agree
- Festival Names
 - TS: Harvest Festival Mendocino County
 - JD: We can go by just Mendocino like other counties and cities do (example Visit Sonoma vs Visit Sonoma County)
 - RJ: Our website is visitmendocino.com, not visitmendocinocounty.com
 - AW: For outside county marketing keeping it shorter, clean, and simple works better
 - TL: When talking to writers they refer to our county as Mendocino, not Mendocino County
 - EH: Maybe go by Mendocino and call the town Mendocino Village or Village of Mendocino
 - BS: We just have to make it clear to locals that when marketing to tourists from outside it makes it clearer and works better to remove the word county
 - JC: Harvest Festival Mendocino
 - CD: Crab and Seafood Festival
 - TL: Crab and Coast Food Festival
 - TY: Crab is a huge selling point
 - TS: Let's put some ideas together and can discuss next month
- Cultivar Strategies
 - JC: A webinar was just hosted and they are currently working on putting together deliverables including packages and products to be able to share with the committees
 - BB: Now is really the time for deliverables and their biggest challenge will be "what can we do?"
- Podcast Update
 - RJ: 2nd episode has 8.4k views and the whole project has been coming together nicely. It has been great from a partner relations standpoint as well.
- Room to Roam Analytics – *See Attachment*
- Social Media Analytics – *See Attachment*
- Website Analytics – *See Attachment*
 - Website traffic January – March 2022 vs 2021 is up 10.31%
- Booking Link – *See Attachment*
- Wrap Up | What to Report to the BOD
 - Festival & Marketing Committee Reporting to BOD | Discussion
 - Festival: Change from feast to festival, discuss branding and marketing
 - Marketing: Report regarding the drop of "county" when marketing to tourists

7. FUTURE AGENDA ITEMS ✓ Discussion

- **Festival Committee:** Harvest Festival name
- **Marketing Committee:** Plan to support organizations via marketing for events and festivals

8. NEXT MEETING DATE ✓ Discussion

- **FESTIVAL TENTATIVE**: Tuesday, May 3, 2022 10AM
- **MARKETING TENTATIVE**: Tuesday, May 3, 2022 10AM

9. **ADJOURN**  **Action** 10:19AM by EC