



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

DATE: Tuesday, May 3, 2022 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/88319914568>

*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 10:04 AM

2. ROLL CALL

Festival Committee

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)	<input type="checkbox"/> Present X Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present X Absent	Member
Katrina Kessen (KK)	X Present <input type="checkbox"/> 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)	X Present <input type="checkbox"/> Absent	Member

Marketing Committee

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)	<input type="checkbox"/> Present X Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present X Absent	Member
John Dixon (JD)	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)	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Member

Staff Members

Staff Members	Attendance Status	Title
Travis Scott (TRS)	<input type="checkbox"/> Present X 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

Introduction of Guests: Scott Connolly

3. CHAIR’S COMMENTS:

- **FESTIVAL COMMITTEE CHAIR: BB: Excited about positive updates regarding festivals**
- **MARKETING COMMITTEE CHAIR: CD: Excited to listen**

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

- 4.5.2022 Meeting Minutes – *See Attachment*
 TL 1st and KK 2nd Motion Carries

6. ITEMS FOR REVIEW Discussion Action Items

- Approve Kelley Litle as Festival Committee Member
 KK 1st & EH 2nd Motion Carries
- PR Report

RJ: Brian MacIntosh was here, Dana Rebmann is coming in, and we are working on Betsy Andrews. A few more pending approvals. A few are interested in sparkling wine. Forbes Magazine, AARP, Travel and Leisure, Travel Daily, and Santa Barbara had key placements and soon we will have the full report for the PR update.

- Marketing Plan 2022/2023 – *See Attachment*

RJ: Travis and Ramon have finished except for the ED summary following the approval of the report itself. The report last year was written over the new strategic plan so it was simple to update including the new push for our website, podcast, budget lines, TV, ETC.

KG 1st & BS 2nd Moved to approve

BB: Loved how nice it all looked

CD: Is Travis in meeting number 1

RJ: Yes

Motion Carries

- Beer Trail Update

JM: All the pamphlets have been created for businesses and the trail has been developed and distributed throughout the county.

JC: Created a memento and eblast to emphasize it to the public. Able to distribute a lot more to people not just chambers and the businesses on the beer map. We will see if it pulls in media during the beer track. So far so good!!

RJ: We found that a neighboring destination mimicked what we did because we were so successful

- Almost Fringe Festival Update

KL: 4th annual and was a raging success due in part to the marketing power behind the festival. More people than ever in the point arena area with numerous businesses reporting record sales. Also, hotels finding people who want to book to be there next year!

EH: Said that restaurants and breweries were extremely busy and successful. Lots of fun and for next year we need more artists on the street to help grow! We are already on track for getting ready for next year.

RJ: Good to have all the info and imagery for us to emphasize it

- Fall Harvest Festival Update

BB: The Alex Thomas Plaza does not seem to be working for the Harvest Festival, but we are hoping to move Taste Mendocino to Barra for their event. We will have confirmation soon. As well as Martha Barra wanting to support and host to help VMC. We really want to showcase the bounty of Mendocino County. A tourism vehicle with media being able to engage with vendors. Maybe out of county next year?

KK: Excited to be making lemons out of lemonade post covid having taste Mendocino here. We hope it will continue to grow out of the area as well. Has also pulled back the dinner for now because of the issues with downtown but is trying to do a Corro winemaker dinner.

TL: The taste Mendocino has been going on since 1988

JM: Hopes we keep bringing in the inland corridor visits. After the first weekend the following weekend, we are hoping to create another signature event on the coast side

TL: Will there be a cannabis twist in the first weekend

JM: Reaching out to businesses to let them know we can include a cannabis deal if they are interested, and Jamie is working with Cultivar

JC: Speaking with stakeholders in the cannabis industry and trying to get MCA to be a part of different opportunities such as harvest festivals, winter festivals, as well as wellness.

JM: Making headway with events throughout November for Harvest Festival

KK: Tom and she had thought about doing a cannabis passport for dispensaries and it might be a nice additional piece to the festival. A stamp from each dispensary and you win a prize at the end?

- Crab Festival

RJ: On here as a monthly conversation.

- Festival Names

- Harvest Festival Mendocino

“ By early May they will have a direct recommendation with data and competitive set analysis for approval and will proceed immediately into brand development while laying out the structure for the website rebuild” - Brendan

- Crab, Seafood & Spirits

CD: Creating a broader name will be better long term

JM: Seafood & Spirits

KG: Sounds like food and drinks, not just alcohol

BB: Doesn't drink mixed drinks because sounds like she is just having Spirits

KG: Seafood & Sips

NAME DECIDED AS SEAFOOD & SIPS

- Cultivar Strategies

JC: Had a meeting last week where there at marketing and packaging to get them out there for PR and for stakeholders. Also creating a Mendomoment on Cannabis Specific interests. Working on branding and positioning. The next step is getting into restaurants and businesses by region.

- Rebranding and Website Update

RJ: Finished 2 initial surveys and have been working on creating a competitive analysis to determine our strongest angle. By early next week, we will have a set of data and analyses to approve. Following that, we will start brand development and website work. We will be able to present information at next month's meeting

- Determine event marketing support parameters

RJ: VMC would like guidance about what if any dollar amount is put behind marketing campaigns.

JC: It would be helpful to come up with a matrix. Define the criteria of how we help and support events.

JM: Big part of it is heads and beds

KK: Part of the defining process could be determined by what is the goal of the event. Look through the material in Maddison Wisconsin

CD: Tourist facing, and time of year are big

- Podcast Update

RJ: After finally sending in 12 ads, we got approved and we have so many views. We just received the rough draft of the next podcast and that will go live on the 15th

- 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

- Festival: Resounding round of applause for Seafood & Sips and festivals are moving forward with energy and events.

- Marketing: Event support parameters and warn the board we removed the word county for marketing purposes

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:** Matrix regarding VMC events
- **Marketing Committee:**

8. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Tuesday, June 7, 2022 10AM
- **MARKETING TENTATIVE:** Tuesday, June 7, 2022 10AM

9. ADJOURN Action

EH 1st 11:19 AM