



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, June 6, 2023 | START TIME: 10:00 AM

PLACE: The Andiron Seaside Inn & Cabins, 6051 N Highway 1, Little River, CA 95456

and

Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

ZOOM: <https://us02web.zoom.us/j/81741672434>

*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 10:07 AM

2. ROLL CALL

Festival Committee

Makenzie Blaylock (MB)
Tom Yates (TY)
Gregg Lamer (GL)
Katrina Kessen (KK)
Elyse Hopps (EH) 10:14 AM
Kelley Litle (KL)
Tawny MacMillan (TM)

Attendance Status

X Present [] Absent
[] Present X Absent
X Present [] Absent
[] Present X Absent
X Present [] Absent
X Present [] Absent
X Present [] Absent

Title

Chair
Member
Member
Member
Member
Member
Member

Marketing Committee

Cally Dym (CD)
Christopher Boettcher (CB)
Elizabeth Cameron (EC)
Alyssum Weir (AW)
Raakesh Patel (RP)
Brett Schlesinger (BS)
Kasie Gray (KG)
Julie Golden (JG)

Attendance Status

X Present [] Absent
[] Present X Absent
X Present [] Absent
X Present [] Absent
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X Present [] Absent
X Present [] Absent

Title

Chair
Member
Member
Member
Member
Member
Member
Member

Staff Members

Travis Scott (TRS)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Jennifer Seward (JS)

Attendance Status

X Present [] Absent
X Present [] Absent
X Present [] Absent
X Present [] Absent
X Present [] Absent
[] Present X Absent

Title

Executive Director
Marketing and Sales
Partner Relations & Communications
Marketing & Communications
Festival Coordinator
Development

Introduction of Guests: Scott Connolly (SC)

3. CHAIR'S COMMENTS:

- FESTIVAL COMMITTEE CHAIR:
- MB: Happy everyone showed up and thank Janis for the event and funding program.
MARKETING COMMITTEE CHAIR:
- CD: Thank you everyone, for getting together so we can meet.

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.
TRS: Thanks to Liz Cameron for working on a Bi Law update so we can combine the two committees together. Looking at updating this starting Thursday. Now the Promotion Committee.

5. CONSENT AGENDA ITEMS [checked] Discussion [checked] Action Item

- 3.14.2023 Meeting Minutes Approved at Board of Directors 4.13.2023 Meeting

- AW 1st and KG 2nd Motion Carries

6. ITEMS FOR REVIEW Discussion Action Items

- Festival(s) Update
 - JM: Just finished the Film Festival which was successful. Funded 16 events this fiscal year, spread across the county. Started working on the Harvest Festival. The Urchin festival is coming up soon as well, but it has been hard to rope people in.
 - TRS: Trying to pitch events in a different light. Instead of bringing media for events.
 - JPC: Film Festival did a good job and got to speak to the board president to revisit the application and she is looking forward to it.
- Grant Funding
 - JM: Updating what is said on the application to make it easier for people to ask for funding.
 - MB: Why do you need to simplify the application?
 - JM: The budget area needs some attention, and we want to be clear that we expect recognition if we are funding as well as being able to have a representative. So that we can be sure it is an event we will want to fund or support again.
 - JG: Make sure the budget stays in there so that people are doing the work.
 - TRS: We need to be sure we have solid proof of funding.
 - CD: Make sure people get a Word document, not a pdf
- Mendocino County Arts Organizations' Update (Alyssum)
 - AW: On April 20 met with coastal arts associations, with a hyper-focus on Mendocino village. The objective helped them come up with specific needs. What they need, how VMC can help, and how they help themselves. Need funding, marketing, and engagement. Outreach, event development, coast strategies, a strong VMC brand link to the arts, long-term marketing relating to the arts, and engagement to bring live audiences back. VMC can help by measuring brand awareness, surveys, what makes us a special place in a sense of magic, off-season festival development, social media, Tradeshow representation for coastal arts, combining with counties to come up with art stories for northern California, economic impact, use #, and supply content to VMC, looking at ticket buyers using surveys, and funding for arts districts.
 - TRS: Thank you for taking that on AW. We hear them, but they need to create an actual functioning group, so they have someone to support themselves and then ask us for support. Now is the time for them to really form and organize and do something.
- PR Report
 - JPC: We had Punch magazine, LA Times, ABC News, and Outdoor Magazine, coming up we have, Punch Magazine, and Forbes magazine. Wine enthusiast magazine, Visit CA had a newsletter on us and on uni fest, San Francisco Chronicle is coming up as well.
- CA Cup Update
 - JPC: Went to a sales event and it was a better year than last year. Touched lots of good international connections.
- Meet & Greet June 13th in Hopland
 - JM: Tuesday next week we will be poolside at the Thatcher will small bites and wines. Plus giving away floor prizes.
 - TRS: These require a lot of time from staff and partners and stakeholders and if the next one is not well attended we need to talk about whether or not we still want to do this.
- Brand Awareness Study Proposal – *See Attachment | Approve*
 - RJ: Planning to do an in-person and online survey to get all of the information. There will be 2 parts to the study to see what people resonate with in the county and what destinations people want to visit to see us.
 - AW: Can we include the arts in some sense or see what if any people think of the arts
 - MB 1st and AW 2nd Motion Carries
- Marketing Report Draft – *See Attachment | Approve*
 - RJ: Looking for approval of the draft. It shows what the current budget we are projecting so far is however it might change just waiting on the county.
 - AW 1st and EH 2nd Motion Carries

- Website/Brand Launch Update
 - RJ: Mid-July launch, and we are going over the preview.
 - Ask Brendan about a male voiceover.
 - Website Preview, Commercials, Advertisements
 - Media Outlets – *See Attachment | Approve*
 - CD: Doesn't think it's enough money
 - RJ: This is just our brand awareness and because we would do our own media buying, we wouldn't pay a percentage towards that.
 - AW 1st and EH 2nd Motion Carries (approved by Scott Connolly)
 - Video Podcast/Show
 - Brand Launch Timeline
- Room to Roam Analytics – *See Attachment*
 - 861K impressions
 - 17.2K clicks
 - \$0.14 CPC
- Social Media Analytics | ***See Attachment***
 - 2M impressions
 - 30.7K engagements
 - R2R 27.5K with \$0.22 CPC
 - Pinot Festival 2,011 link clicks \$0.64 CPC
 - Urchin Fest 10,398 link clicks \$0.32 CPC
- Website Analytics | ***See Attachment***
 - May 2023 vs May 2022 up 21.71% (63,890 vs 52,494)
 - May vs April is up 55.73% (63,890 vs 41,027)
- Booking Link | ***See Attachment***
 - 1,171 searches
 - 1,049 referrals
 - Average 34 referrals per day
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- Wrap-Up | What to Report to the BOD
 - Festival & Marketing Committee Reporting to BOD | Discussion
 - Festival: Work on the Grant funding application
 - Marketing: Voiceovers and inland videos

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:**
- **Marketing Committee:** Brown Act edit

8. NEXT MEETING DATE Discussion Action Items

- Meeting Dates/Times | Approve New Date/Time | Discussion
- **FESTIVAL:** July 11, 2023 at 10:00 AM – **In Person**
- **MARKETING:** July 11, 2023 at 10:00 AM – **In Person**

9. ADJOURN Action

- MB 1st and AW 2nd 11:51 AM