



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

DATE: Tuesday, June 7, 2022 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/81016981801>

*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 10:09 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)	X Present <input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present X Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present X 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) 10:11	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)	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

Introduction of Guests:

- Brendan Mcguigan – Agency Xi
 - Working with VMC for 14 years doing marketing
- Scott Connolly – MCTC Board Chair

3. CHAIR’S COMMENTS:

- **FESTIVAL COMMITTEE CHAIR:** BB: Looking forward to the rebrand information
- **MARKETING COMMITTEE CHAIR:** CD: Happy marketing has something to do

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

- 5.3.2022 Meeting Minutes – *See Attachment*
 KK 1st and TL 2nd Motion Carries

6. ITEMS FOR REVIEW Discussion Action Items

- Agency Xi Brand Exploration – *See Attachment*

BB: Says it is inspirational and curious when doing the surveys were there any information about brand recognition and where we were last time.

BM: Couldn't hold off until we got the bigger survey but no they were filtering people out based on who had an idea about Mendocino County

BS: Thinks the fresh slate approach will be good considering the last couple of years in tourism. Looking more to competing with Sonoma over Humboldt. Look to find how we can find support from outside infrastructure to get people up here.

BM: Healdsburg could be a steppingstone

TL 1st and EC 2nd Motion to recommend Carries

BB: When are we hoping to rebrand? Are we keeping branding private or promoting?

BM: As of January, starting in July. Prime the pump instead of the dramatic effect.

- Media Contracts Q1 Discussion
 - TRS: Tv and Radio Contracts about how we should proceed with that
 - RJ: We have been doing radio and TV since January. \$30,000 per month. We are considering continuing KCRA and NBC 7 as well as sister networks but also adding KTVU to have 2 major bay area networks and Audicy Radio covering Bay Area and Sacramento. \$8,000 a month with TV and \$6,000 a month with radio? So cut down a little with each one to add another outlet included in the mix.
 - BB: Feels programming with Roberta has been very well received and so broadening that reach seems like a good move.
 - TRS: Since the money is budgeted, we will just move forward to the next quarter.
- PR Report
 - TRS: We had Dana Rebmann Freelance, J'nai Gaither with Wine Enthusiast, and Betsy Andrews with Freelance. We will have two more media guests planned out for this year so far. Key placements for the month were WSJ, Travel & Leisure, Thrillist, SF Chronicle, Los Angeles Times, and Women's Day.
- Mendocino Harvest Festival
 - JM: Continues the outreach to create an exciting program for the harvest festival and get out the word that people will hear again about seafood and sips. Hoping to be done with everything by the middle of July at the Latest. Taste Mendocino will be held at Barra and the Coastal event will be at Glenblare Events platform.
- Seafood & Sips Festival
 - JM: No feedback heard yet from anyone outreach will begin soon.
- Cultivar Strategies
 - JC: They are beginning to get everything to KO and have been tasked now for getting us a hit list for our luxury cannabis tourism. Everything is lined up in the hopper of the upcoming steps. Once we have this all off our plate, we will see what the next session holds and how we work with Cultivar moving forward. Very close to where we want to be with them.
- Event Marketing Support Parameters – *See Attachment*
 - JC: Looked at all the work done in the past and one of the important things was visual. So, we can look at creating a point sale on where things will be for events themselves. Then look over the cut-offs to decide if the organization and values of the event align with Visit Mendocino County.
 - TRS: Over the past couple of years, we have been supporting events we can digitally mark. Spent 2-5 thousand dollars. We have 20,000 to spend a month. We should pick a number we want to spend on events each month and then come back and decide from there how we chose to go about supporting events. We need a dollar amount starting point. Thinks 5,000 is perfect and allows us to play.
 - TRS: We will be putting together a revised packet and then we can go through and vote on and get approval and be able to move forward with parameters for the next year.
- Podcast Update
 - Podcast views range from 800 to 10,000
- Room to Roam Analytics – *See Attachment*
- Social Media Analytics – *See Attachment*
 - CPC Google .20 cents FB/IG .33 cents
- Website Analytics – *See Attachment*
 - Website traffic up 6.63% compared to last year
 - Up 12% from April
 - This is with routing traffic to event host websites instead of ours

- Booking Link – *See Attachment*
 - Almost 2,000 book direct searches (1,618 in April VS 1,979)
 - 2,059 referrals VS 1,198 in April
- Wrap Up | What to Report to the BOD
 - Festival & Marketing Committee Reporting to BOD | Discussion
 - Festival
 - Marketing CD: Just the Ramon show

7. **FUTURE AGENDA ITEMS** ✓ **Discussion s**

- **Festival Committee:**
- **Marketing Committee:** Marketing support parameters packet

8. **NEXT MEETING DATE** ✓ **Discussion**

- **FESTIVAL TENTATIVE:** Tuesday, July 5, 2022 10AM
- **MARKETING TENTATIVE:** Tuesday, July 5, 2022 10AM

9. **ADJOURN** ✓ **Action**

EC 1st Motion Carries