



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, July 11, 2023 | START TIME: 10:00 AM

PLACE: Lobby at 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/81394427743>

*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 10:01 AM

2. ROLL CALL

Festival Committee

	Attendance Status	Title
Makenzie Blaylock (MB)	X Present <input type="checkbox"/> Absent	Chair
Tom Yates (TY)	<input type="checkbox"/> Present X Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present X Absent	Member
Katrina Kessen (KK)	<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
Tawny MacMillan (TM)	X Present <input type="checkbox"/> Absent	Member

Marketing Committee

	Attendance Status	Title
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Chair
Christopher Boettcher (CB)	X Present <input type="checkbox"/> Absent	Member
Elizabeth Cameron (EC) at 10:12 AM	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
Julie Golden (JG)	X Present <input type="checkbox"/> 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)	X Present <input type="checkbox"/> Absent	Festival Coordinator
Jennifer Seward (JS)	<input type="checkbox"/> Present X Absent	Development

Introduction of Guests: Scott Connolly

3. CHAIR’S COMMENTS:

- FESTIVAL COMMITTEE CHAIR: MB: No Comments Today
- MARKETING COMMITTEE CHAIR: CD: WANTS TO THANK EVERYONE AGAIN FOR THE URCHIN FESTIVAL

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

- 06.06.2023 Meeting Minutes – See Attachment | Approve

6. ITEMS FOR REVIEW Discussion Action Items

- Festival(s) Update


- JM: Great Urchin Festival with amazing images. Currently working on the Harvest Festival and the Rack Card is about ready to go to print. It will go out relatively soon and this year we are able to start promoting now. The rack card covers all parts of the county. Wine Competition is coming up around the corner as well.
- PR Report
 - JPC: We had some placements from ABC, Jennifer Parker, Fiona Chandra from LA Times, Ed Mitcher Sport Journal, and Robert Kaufman looking at golf and restaurants, National Geographic, 7x7, and ABC 10. Pending Mendo Magic and another small meeting and market send out.
 - TRS: As soon as we have numbers for the fiscal year, we will send that out.
- Website/Brand Launch Creative Suite | Approve
 - Brand Launch July 17th
 - RJ: Monday this will all go live, and we have been working on a giveaway with questions.
 - Website, Social Media, USA Today, Commercials, Advertisements, Car Wraps, Driver Handouts, Swag – *See Attachment*
 - RJ: The car wraps have not quite been completed. We just have the mockup, and we will have the drivers hand out little rack cards that lead to our website. The media outlets we are launching in we will be at Sonoma County airport all year, wrapping cars in San Francisco for 6monthd starting this month, 3-month contract with KTVU, KCRA, and Action News in Chico and Redding as well as covering most of Northern CA, and USA Today campaign for a few months, and 20 ads going live in different online forms.
 - Video Podcast/Show
 - RJ: We just received the voice-over with sounds. We have been putting the final touches on our website now. We will inform everyone through email about it.
 - SC: On the sample of the website summer magic in Mendocino if you click on fun in the water and read that description it says brackish water and would like to change it.
 - TRS: The voice of the radio and television is going to be Roberta Gonzales because we have people who recognize her voice.
 - CD: Is not a fan of Roberta’s voice
 - JG: Also Julie felt she didn’t flow the words together needs music and background to make it sound better.
 - SC: Why is our tagline sounding like AI, she should re-record sounding less natural or excited.
 - It sounds like the team is leaning toward a male voice. If Roberta is chosen we need a Music background added for everyone to look at.
- Room to Roam Analytics – *See Attachment*
 - 1.11M Impressions, 13.2K clicks
- Social Media Analytics – *See Attachment*
 - 1.6M impressions, 12.9K clicks
- Website Analytics – *See Attachment*
 - Urchin Fest 4K clicks
 - Urchin Dinner 8.5K clicks
 - June 2023 vs June 2022 Up 20.83% with page views up 86.79%
 - June vs May Up 4.6% with page views up 32.89%
- Booking Link – *See Attachment*
 - Book Direct
1,506 searches with 1,287 referrals
- Wrap-Up | What to Report to the BOD
 - Festival & Marketing Committee Reporting to BOD | Discussion
 - Festival
 - Marketing

7. FUTURE AGENDA ITEMS ✓ Discussion

- **Festival Committee:**
- **Marketing Committee:**

8. NEXT MEETING DATE ✓ Discussion ✓ Action Items

- Meeting Dates/Times | Approve New Date/Time | Discussion
 - TRS: Bi law revision is going to the board of directors in August that will un brown act the committees only, but the board will still be brown acted so that we can meet electronically all the time we will still post everything the same, however, that seems like a better route to function with the business. The attorney thought we were crazy that the committees were brown-acted.
- **FESTIVAL**: August 8, 2023 at 10:00 AM – **In Person**
- **MARKETING**: August 8, 2023 at 10:00 AM – **In Person**

9. **ADJOURN**  **Action** 10:45 AM