



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

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

PLACE: <https://us02web.zoom.us/j/85380637173>

*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 10:16 AM

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)		<input type="checkbox"/> Present X Absent	Member
Gregg Lamer (GL)		<input type="checkbox"/> Present X Absent	Member
Katrina Kessen (KK)	10:29 AM	X Present <input type="checkbox"/> Absent	Member
Terrie Swift (TS)	10:24 AM	X Present <input type="checkbox"/> Absent	Member
Elyse Hopps (EH)		<input type="checkbox"/> Present X Absent	Member
Kelley Litle (KL)		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
John Dixon (JD)		<input type="checkbox"/> Present X 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)		<input type="checkbox"/> Present X Absent	Member
Kasie Gray (KG)		X Present <input type="checkbox"/> Absent	Member
Julie Golden (JG)		<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)		<input type="checkbox"/> Present X Absent	Marketing & Communications
Janis MacDonald (JM)		X Present <input type="checkbox"/> Absent	Festival Coordinator

Introduction of Guests:

- Scott Connolly – MCTC Board of Directors, Chair

3. CHAIR’S COMMENTS:

- **FESTIVAL COMMITTEE CHAIR:** Looking forward to the Event Marketing Parameters
- **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

- 6.7.2022 Meeting Minutes – *See Attachment*
- EC 1st 2nd BB *Motion Carries*

6. ITEMS FOR REVIEW Discussion Action Items

- Approve Julie Golden as Marketing Committee Member
 - 1st AW 2nd TS *Motion Carries*
- Television Commercial

- RJ: RoGoPro doing the voice-over of 15 and 30-second commercials today and will then overlay the audio on the video.
- PR Report
 - TS: Uni Fest received a lot of media
 - Highlights: 7x7, LA Time, Forbes Magazine
- Harvest Festival Mendocino
 - JM: Continue to get responses for participation. We have two anchor events, one Inland and one Coastal
 - Rack cards will be distributed throughout the county and at the California State Fair
 - The current deadline to be included in print material is July 14
- Seafood & Sips Festival
 - JM: Email for events is going out this week
- Festival Logos – *See Attachment*
 - TL 1st AW 2nd *Motion Carries*
- Cannabis Tourism Update
 - Cultivar Contract/Direction (Brett Schlesinger)
 - TS: Getting assets and marketing cannabis tourism is the most important direction with Cultivar at this time
- Event Marketing Support Parameters – *See Attachment*
 - JM: We will shorten the application and bring suggestions to the next meeting based on the feedback
- California State Fair Booths
 - TS: VMC has both a county booth and a cannabis booth in the corresponding section
 - Brochures and rack cards will be distributed at both
 - Offered the cannabis booth to county businesses to promote their business
- Podcast Update
 - MendoParks podcast draft will be reviewed and changes will be made this week
- Room to Roam Analytics – *See Attachment*
- Social Media Analytics – *See Attachment*
- Website Analytics – *See Attachment*
 - Website up 6.4% YoY (291,539 vs 274,005)
- Booking Link – *See Attachment*
- Wrap Up | What to Report to the BOD
 - Festival & Marketing Committee Reporting to BOD | Discussion
 - Festival: Event parameter update
 - Marketing

7. **FUTURE AGENDA ITEMS**  **Discussion**

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

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

- **FESTIVAL TENTATIVE:** Tuesday, August 2, 2022 10AM
- **MARKETING TENTATIVE:** Tuesday, August 2, 2022 10AM

9. **ADJOURN**  **Action** 11:12 AM by TS