



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

DATE: Tuesday, August 2, 2022 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/81727253504>

*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

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)	X Present <input type="checkbox"/> Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present X Absent	Member
Katrina Kessen (KK)	<input type="checkbox"/> Present X Absent	Member
Terrie Swift (TS)	<input type="checkbox"/> Present X Absent	Member
Elyse Hopps (EH)	<input type="checkbox"/> Present X 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
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)	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

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: Scott Connolly

3. CHAIR’S COMMENTS:

- **FESTIVAL COMMITTEE CHAIR:**
- **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.
 RJ: Welcoming JG to the marketing committee

5. CONSENT AGENDA ITEMS Discussion Action Item

- 6.7.2022 Meeting Minutes – *See Attachment*
- AW 1st and TY 2nd motion carries

6. ITEMS FOR REVIEW Discussion Action Items

- PR Report
 - TRS: Amber Turpen from 7x7 and Kim as a freelance writer. Key Placement wine enthusiast east bay time inside hook yahoo lonely planet kron4 and travel and leisure. Cannacurious PR has gone out and

we are really excited about positive feedback. Also released to public consumers and we got 0 hate mail! Stakeholder highlight email went out and last year's fiscal report will be ready at next month's meeting.

- Harvest Festival Mendocino
 - JM: Moving along still even and pulling teeth band is hoping to get more response from Hopland since no one is responding about the second Saturday. The brochure will be about ready on Thursday we will meet for it to be distributed early for Harvest Dates and Travis and Ramon will help start the process of it getting it into print. Rebranding events that already existed. Still waiting for descriptions from some people.
 - TRS: Already signed a contract for people to distribute in Bay Area and larger areas. Plus creating window cling for businesses that are participating.
- Seafood & Sips Festival
 - JM: Already sent out the first notice about events and getting people to participate.
- August Meet & Greet
 - JC: August 17th at the Museum Brewer and Blenders but we will support other businesses in Point Arena to bring food. The following one will be inland in October.
- Cannabis Tourism Update
 - Cultivar Contract/Direction (Brett Schlesinger & Travis Scott)
 - TRS: Got positive feedback about us being at the state fair booth!
 - BS: Just to make sure we are getting the most out of the company we have spent a lot of time is stakeholder buy-in and we should coordinate it more to the general market. We really need to focus on some content creation and highlight the quality of production here and the fact that it's happening here with good imagery and visuals with our oversight.
 - TRS: We are adjusting our contract to more asset collection, and we will weave cannabis into each release each month to try and support local stakeholders.
- Event Marketing Support Parameters – *See Attachment*
 - JM: After the meeting, we made the changes to the outlines of support and criteria
 - CD: Add a historical review board
- California State Fair Booths – *See Attachment*
- Schedule of Commercials – *See Attachment*
- Rebrand & Website Schedule – *See Attachment*
- Podcast Update
 - RJ: MendoParks 6.8k views in 2 weeks
- Room to Roam Analytics – *See Attachment*
 - 15.8K Clicks
 - 1.94M Impressions
 - CPC \$0.19
- Social Media Analytics – *See Attachment*
 - 34,411 Clicks
 - 2.37M Impressions
 - CPC \$0.29
- Website Analytics – *See Attachment*
 - Website down 9.3% July 2022 vs July 2021 (5,400 less website visitors)
 - Website down 3.99% July vs June (2,000 less website visitors)
 - Website up 2.22%. YoY (2,500 more visitors)
- Booking Link – *See Attachment*
 - BookDirect 2,426 searches
 - 983 Referrals
- Wrap Up | What to Report to the BOD
 - Festival & Marketing Committee Reporting to BOD | Discussion
 - Festival
 - BB: Wants a final approval on Events Marketing Support Parameters
 - Marketing

7. FUTURE AGENDA ITEMS Discussion

- Festival Committee:
- Marketing Committee:

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

- FESTIVAL TENTATIVE: Tuesday, September 6, 2022 10AM
- MARKETING TENTATIVE: Tuesday, September 6, 2022 10AM

9. **ADJOURN** ↴ **Action**

AW moves to adjourn