



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, August 8, 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/82090816206>

*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 10:00 AM

2. ROLL CALL

Festival Committee

	Attendance Status	Title
Makenzie Blaylock (MB)	<input type="checkbox"/> Present X 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) 10:09 AM	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)	<input type="checkbox"/> Present X Absent	Member
Elizabeth Cameron (EC)	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)	<input type="checkbox"/> Present X Absent	Member
Kasie Gray (KG) 10:09 AM	X Present <input type="checkbox"/> Absent	Member
Julie Golden (JG)	X Present <input type="checkbox"/> Absent	Member

Staff Members

	Attendance Status	Title
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Chief Executive Officer
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Director of Marketing
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 10:03 AM

3. CHAIR'S COMMENTS:

- FESTIVAL COMMITTEE CHAIR: Absent
- MARKETING COMMITTEE CHAIR: Thank everyone for coming

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: Information about seating on board and committees. Keeping track of attendance for meetings and moving forward we will be more aggressive with Bylaws.

5. CONSENT AGENDA ITEMS ✓ Discussion ✓ Action Item

- 6.06.2023 Meeting Minutes – **See Attachment | Approve**
- 7.11.2023 Meeting Minutes – **See Attachment | Approve**

6. ITEMS FOR REVIEW ✓ Discussion ✓ Action Items

- Festival(s) Update
 - JM: The Harvest Mendocino events are coming along the rack cards have arrived and the brochure is now in a rough draft state and will go to print at the end of the week. Seafood and Sips work is starting to be created at the end of this month. We are adding a week to Harvest to incorporate cannabis and Fort Bragg. So four big anchor events along with all the other specials, deals, and events.
 - JP: Magic Market is the Fort Bragg event. So it will close down Fort Bragg and look for lodging partners to create packages. The cannabis event is at Plantshop in Ukiah it will be like a symposium. Craft Cannabis Cornaccopia.
- PR Report
 - JP: We had Robert Kaufman for general travel and golf, Sonoma Magazine, AARP, KTLA, US News, Travel and Leisure, LA Times, ABC 10, and Sunset Magazine.
- State Fair/Cannabis Expo – *See Attachment*
 - JP: This is the second year of helping the cannabis expo, Janis and Jamie got to go get a ton of email sign-ups for our updates.
- Cannabis Tourism – Market Visit
 - Brian Applegarth Meeting
 - JP: We have our Canna Tourism representative in the county. While he is here, he is meeting lots of people in the county.
- Brand Launch Update
 - RJ: From the USA today Campaign we have added over 1700 emails.
 - Commercial Voice – Talent Scouting
 - CD: Male baritone voice would sound very good.
 - JP: We want more than one voice for the commercials
 - JG: Have more than one person in a commercial having a conversation
 - CD: Eastern feminine
 - Mendocino Drone
 - Tim Poma
- Website Update
 - Content Additions
 - Webcams of Mendocino County
 - Partner Organizations on Website – Visit California, North of Ordinary, Leave No Trace, Highway 128
 - Sustainability & DEI Statements on Website
- Building Signs – *See Attachment*
- Email Signatures – *See Attachment*
- DogTrekker Annual Report – *See Attachment*

VISIT MENDOCINO

- Mendocino/North Coast rank higher than Lake Tahoe for the 2nd time in 12 years (62% DogTrekking want to travel in 2023) Rebranded and launched a new website as well which will bring great exposure to us
- Programmatic Analytics – *See Attachment*
 - -11.3K clicks
 - -1.18M impressions
 - -CPC \$0.20
- Social Media Analytics – *See Attachment*
 - -16K clicks
 - 1.2M Impressions
 - -Magic is Real campaign went online and began to optimize
- Website Analytics – *See Attachment*
 - -43k users
 - -56.9% bounce rate - transition month
- Booking Link – *See Attachment*
 - -2,357 searches
 - -1,456 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

- **FESTIVAL:** September 5, 2023 at 10:00 AM – **In Person**
- **MARKETING:** September 5, 2023 at 10:00 AM – **In Person**

9. ADJOURN ✓ Action EC at 10:41 AM