



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

DATE: Tuesday, September 5, 2023 | START TIME: 10:00 AM  
PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482  
and  
ZOOM: <https://us02web.zoom.us/j/86855189187>

**1. CALL TO ORDER 10:02 AM**

**2. ROLL CALL**

**Festival Committee**

	<b>Attendance Status</b>	<b>Title</b>
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**

	<b>Attendance Status</b>	<b>Title</b>
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Chair
Christopher Boettcher (CB)	X Present <input type="checkbox"/> 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)	<input type="checkbox"/> Present X Absent	Member
Julie Golden (JG)	X Present <input type="checkbox"/> Absent	Member

**Staff Members**

	<b>Attendance Status</b>	<b>Title</b>
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)	<input type="checkbox"/> Present X Absent	Marketing & Communications
Janis MacDonald (JM)	<input type="checkbox"/> Present X Absent	Festival Coordinator
Jennifer Seward (JS)	<input type="checkbox"/> Present X Absent	Development

**Introduction of Guests:** Scott Connolly, The Andiron Seaside Inn & Cabins



### 3. CHAIR'S COMMENTS:

- **FESTIVAL COMMITTEE CHAIR:** None
- **MARKETING COMMITTEE CHAIR:** None

### 4. PUBLIC COMMENT ON NON-AGENDA ITEMS

The committee cannot discuss issues or take action on any requests during the comment period.

### 5. SCOTT CONNOLLY FAREWELL

- Resigning from the Board of Directors due to personal reasons

### 6. ELECT SLATE OF NEW COMBINED FESTIVAL AND MARKETING COMMITTEE:

- Proposed Slate of Members:
  - Cally Dym, Chair
  - Makenzie Blaylock, Co-Chair
  - Katrina Kessen
  - Elyse Hopps
  - Kelley Litle
  - Tawny MacMillan
  - Christopher Boettcher
  - Elizabeth Cameron
  - Alyssum Weir
  - Kasie Gray
  - Julie Golden
- 1<sup>st</sup> CB 2<sup>nd</sup> EC *Motion Carries*

### 7. CONSENT AGENDA ITEMS Discussion Action Item

- 6.06.2023 Meeting Minutes – ***See Attachment | Approve***
- 7.11.2023 Meeting Minutes – ***See Attachment | Approve***
- 8.08.2023 Meeting Minutes – ***See Attachment | Approve***
- 1<sup>st</sup> EC 2<sup>nd</sup> CB *Motion Carries*

### 8. COMBINED COMMITTEE HOUSEKEEPING

- Bylaw Update
- Combined Festival and Marketing Committee Responsibilities

### 9. ITEMS FOR REVIEW Discussion Action Items

- Festival(s) Update
  - TS: Harvest Mendocino Brochure has been finalized and is ready to go to print
  - Events are being added to the website and ads are being created
- PR Report
  - JC: Last two press releases have been added to the website
- Cannabis Awards Reception
  - JC: Partnered with MCA and had an award reception at The Madrones and was very well received
  - Article published on the Ukiah Daily Journal by Carole Brodsky
- County Fair Banners
  - JC: Two banners created for the State Fair Cannabis Expo will be featured at the Mendocino County Fair
- Visitor Guide Update
  - JC: The first draft has been completed and is ready for the editing process
- Gateway Signage Update

# VISIT MENDOCINO

- JC: Working on the RFP for a draft to be completed later this month
- Cannabis on Website – *Discussion*
  - TS: Cannabis business sector was transferred to the new website and we are ready to add new content to it rather than creating its own website
- Winesong
  - JC: VMC staff will be in attendance and assisting with the Pinot Noir tasting
  - RJ: Ad has generated 765,486 impressions and 11,436 link clicks as of today
- Building Signs – *See Attachment*
- Programmatic Analytics – *See Attachment*
  - RJ: 4,800 clicks
  - 375,000 impressions
  - CPC \$0.51
- Social Media Analytics – *See Attachment*
  - 2 million impressions
  - 36,000 engagements
  - Magic is real campaign: 17,400 clicks
  - CPC \$0.33
  - Winesong Campaign 8,465 clicks
  - CPC \$0.40
- Website Analytics – *See Attachment*
  - 48,000 users
  - Top Cities: Los Angeles, San Jose, San Francisco, Sacramento
- Booking Link – *See Attachment*
  - 2,501 searches, 1,320 referrals
  - Top Cities: San Jose, San Francisco, Healdsburg, Sacramento
- Wrap-Up | What to Report to the BOD
  - Marketing Committee Reporting to BOD | Discussion

## 10. FUTURE AGENDA ITEMS ✓ Discussion

## 11. NEXT MEETING DATE ✓ Discussion ✓ Action Items

- MARKETING: October 3, 2023 at 10:00 AM

## 12. ADJOURN ✓ Action 10:49 AM by CB