



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, September 6, 2022 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/83546272801>

\*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 10:03 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)	X Present <input type="checkbox"/> Absent	Member
Gregg Lamer (GL)	X Present <input type="checkbox"/> Absent	Member
Katrina Kessen (KK)	X Present <input type="checkbox"/> Absent	Member
Terrie Swift (TS)	<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

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)	X Present <input type="checkbox"/> 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)	<input type="checkbox"/> Present X 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

Introduction of Guests:

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.

5. CONSENT AGENDA ITEMS  Discussion  Action Item

- 8.2.2022 Meeting Minutes – *See Attachment*
- KK 1<sup>st</sup> and TY 2<sup>nd</sup> Motion Carries

6. ITEMS FOR REVIEW  Discussion  Action Items

- Logo Exploration (Agency Xi) | *Review for Approval*
  - TRS: Unable to discuss the logo today because we are not quite ready to present them to committees yet. We will table it for the next meeting.
- Brand Launch Discussion

- TRS: As we go through this process, we need to discuss a brand launch in January. What it looks like in the media world. Along with how to launch all other aspects. We need to procure proposals. We did online marketing, bus wraps, train wraps, bus kings (rear end of bus), taxi kings (taxi tops), and those were our old main launch items.
- BB: IN 2017 we spent a lot of time with snake oils salesmen but were interested to see what worked and what was worth it
- CD: Times have changed and is wondering who or if the buses are still busy
- JG: Hoping people need to take buses and that it will start to be busy because people still need transportation
- TRS: Agrees that people need to start using buses, as well as taxi services and ride-share marketing. Don't think that investing in bus and train wraps is the best approach because it is super expensive to create the media for the wraps. Also, more difficult for them to tell us what the ROI and impressions are. We need some but don't make it our majority.
- JD: Buses are like moving billboards, but we don't see trains very much, but if we rank it correctly buses are seen by everyone, not just the riders.
- RJ: One of the people at the last conference was a person who does wraps on ride-share vehicles, and it is much more affordable than wrapping buses and trains. This also includes analytics because of GPS trackers. We would want a good number of vehicles wrapped for us. We think 12 weeks is ideal for us and it is much more affordable and includes more.
- TRS: For the launch, we are looking at 93,000 for that month in total spend and then we continue with 63,000 a month following that. Following we will continue with radio and TV. So, we are looking at about 100,000 but we are underspending by about 1,000 to get us to the 93,000 for January. We thought maybe we should market in Phoenix Arizona and greater Los Angeles and Orange County because there is little to no tourism marketing. We also have airlines flying into Santa Rosa now that we can use.
- JG: Some friends flew up from LA on the Santa Rosa airline and said it is amazing
- AW: Was thinking that last time we launched using brand awareness. So, what can we build on from the accomplishment to date and how can we take those people with us?
- PR Report
  - TRS: In August we had Alexis Mills from Local Magazine, Amber Turpine from 7x7, and Betsy Andrews here, and we had a placement in MSN news, yahoo, 750 daily, and airmail just from Betsy alone. Total from just her 4 pieces we reached 165 million. Plus, 157,451,158 advertising equivalences. Key placements Food& Wine Smart Meeting, Business Wire, 7x7, Yahoo Mail, North Bay Business, & Press Democrat. Working on pitching media for Taste Mendocino as well as going to do a pitch for Mushroom. Fox 2 News during taste Mendocino with Roberta. Stakeholder highlights have gone out.
- Podcast Update
  - TRS: We did camp and Coro with Roberta to get the next 2 podcasts up and running.
- Localish Update
  - TRS: We have 2 segments that we are planning right now. We have a tie between Fort Bragg and Willits and will use highway 20 as a connector. Following the next 2, we will move to Ukiah and South Coast.
- Harvest Festival Mendocino
  - JM: We have completed the brochure now it is being finalized and we will have it taken around locally also we have rack cards going everywhere emphasizing things. Our anchor events for harvest are Taste Mendocino and Mushroom Train. We just need website tickets and wineries to pour for mushrooms. Plus, we have 22 wineries so far signed up for Taste Mendocino
- Seafood & Sips Festival
  - Has finished sending out emails and has been talking to people in person. Plus, we need something that will involve everyone such as to get artists to draw a fish and let everyone county-wide paint a fish to be displayed.
  - BB: Wondering if we have anchor events yet?
  - JM: Really wants to have an odd codd ball bringing people to a different area of the county. Also wondering about the chipino dinner but it is going over to mendo parks.
- August Meet & Greet Recap
  - JC: Last Meet N Greet was in Point Arena and it was very well attended and the largest to date. Our whole team was there to see what was going on and meet with everybody. These have been very good and helped create cross-promotional events. The next one is October 19<sup>th</sup> at the Madrones.

- Q4 Television and Radio Contracts
  - Tabling until the next meeting
- Room to Roam Analytics – *See Attachment*
  - RJ: Programmatic 15.4k clicks, 2.12M impressions. CPC \$0.18
- Social Media Analytics – *See Attachment*
  - 2.3M impressions, 26k engagements
- Website Analytics – *See Attachment*
  - Website up 12% August 22 vs August 21  
Up 19.6% August vs July
- Booking Link – *See Attachment*
  - 1,841 searches  
1510 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:** Brand Relaunch & Seafood & Sips, We need an open house program on Sunday, & Coordinate with local hotels to market discounts for the Taste Mendocino weekend.
- **Marketing Committee:**

**8. NEXT MEETING DATE  Discussion**

- **Second Tuesday of October due to Cal Travel Summit Conflict**
- **FESTIVAL TENTATIVE:** Tuesday, October 11, 2022 10AM
- **MARKETING TENTATIVE:** Tuesday, October 11, 2022 10AM

**9. ADJOURN  Action**

EC 1<sup>st</sup> Motion carries at 11:01 AM