



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE AGENDA

DATE: Wednesday, November 6, 2019 | START TIME: 10:00 AM (ESTIMATED END TIME: 12:00 PM)

PLACE: 105 W. Clay Street, Ukiah CA 95482 | 345 North Franklin Street, Fort Bragg CA

CALL-IN LOCATIONS: KOZT FM OFFICES, 110 South Franklin St. Fort Bragg, CA 95437 | 1818 Fifth Street Berkeley, CA 94710

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50 8962 #

\*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

- Bernadette Byrne (BB)
Martha Barra (MB)
Tom Liden (TL)
Tom Yates (TY)
Gregg Lamer (GL)
Kevin Brutocao (KB)

Attendance Status

- [ ] Present [ ] Absent

Title

- Chair
Member
Member
Member
Member
Member

Marketing Committee

- Cally Dym (CD)
Bernadette Byrne (BB)
Susie Plocher (SP)
John Dixon (JD)
Alyssum Weir (AW)
Jennifer Seward (JS)
Scott Connolly (SC)

Attendance Status

- [ ] Present [ ] Absent

Title

- Chair
Member
Member
Member
Member
Member
Member

Staff Members

- Travis Scott (TS)
Katrina Kessen (KK)
Alison de Grassi (ADG)
Ramon Jimenez (RJ)
Emily Saengarun (ES)

Attendance Status

- [ ] Present [ ] Absent

Title

- Executive Director
Partner Relations Manager
Director of Marketing and Media
Marketing and Sales Coordinator
Administrative Services Manager

Introduction of Guests

- Russell Quinan, TheorySF
Chip Sheean, TheorySF

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. FESTIVAL CONSENT AGENDA ITEMS [x] Discussion [x] Possible Action

- Minutes from 10.9.2019 Meeting

6. MARKETING CONSENT AGENDA ITEMS [x] Discussion [x] Possible Action

- Minutes from 10.16.2019 Meeting

7. FESTIVAL ITEMS FOR REVIEW [x] Discussion [x] Possible Action Items

- (Standing Item) Spring Feast 2020 | Friday, April 17, 2020 – May 3, 2020
o The "Feast" Concept and associated FEAST expectations (brochure, website, etc.)
o "Feast" brand awareness and marketing strength evaluation and discussion.
o Ideas:
- No "Spring Feast" but rather a Spring "Promotion"
- Mendocino County Restaurant Month? | April 2020 [x] Discussion [x] Possible Action Item
- Concepts: "Find Your Happy this Spring in Mendocino County" or "Celebrate Spring in Mendocino County"
...brainstorm:

- Key Events to Support: (10/9/2019 Notes: All events happening during the dates selected and be more nimble in celebrating Spring)
- Regional Outreach/Focus: (10/9/2019 Notes: ideas, not an anchor event or singular idea, theme, or limiting concept, each region highlights of the season, not a feast but broader)
- Concepts: (10/9/2019 Notes: request TheorySF present some concepts, based around the focus ideas. Need the same programmatic coverage as Mushroom/Crab, including a landing page. | No – Brochure, Yes – Digital, rack card with reference to our website, posters, e-post card invite. | Move away from “Feast” & on to “Celebrating” Spring. | Engage TheorySF and Marketing to support it as they have Feasts = to Feasts. | Home Page = a visual walk around the County. Click on the regions picture and all the regions events/offers pop up)

- Festivals in the Works

- Taste Mendocino 2020 | Date: Saturday, April 18, 2020 | **(Reporting tabled till January/February 2020)**
- Crab Feast 2020 | Dates: Friday, January 24, 2020 – Sunday, February 2, 2020 | Updates:
  - Brochure Estimated Dates: Submission deadline 9.27.2019 | VMC rough draft 10.4.2019 (Met) | Mock Up to Designer 10.9.2019 (Actual 10.16.2019) | 10.15.2019 Design Preview (Actual 10.23.19 1<sup>st</sup> draft, 4<sup>th</sup> draft 10.31.2019, 1 draft away from final) | Printed 11.18.2019 (Note: Expecting to be delayed by 1 week) | **See Attachment**
  - Visit CA Restaurant Month | January 2020 | **To be discussed during Marketing items for review**
- Mushroom Feast 2019 | Dates: Friday, November 1, 2019 - Sunday, November 10, 2019 | Updates:
  - Mendocino County Homebrew Festival | November 2<sup>nd</sup> | **Report Out: attendance**
  - Ukiah Down Town Celebration and Farmers Market | November 2<sup>nd</sup>
  - Willits Mushroom Weekend | November 8<sup>th</sup> – 10<sup>th</sup> | Main Events:
    - Friday – Art Showing, hosted by Willits Center for the Arts | Mushroom Sculptures
    - ~~Saturday – Mushroom Cook Off, hosted by the Willits Chamber of Commerce~~ | **Cancelled**
    - ~~Willits Home Town Celebration | Cathy the assistant City Manager is working to create a proclamation~~ | **Cancelled**
    - Sunday – Train Ride, Mushroom Hunt and Bubble Brunch, hosted by the Skunk Train and Kemmy’s Pies

- Partner Outreach Update (KK) | **No reporting at this time**

- Wrap Up | What to Report to the BOD

## 8. FESTIVAL FUTURE AGENDA ITEMS Discussion

- Marketing Report Out on Festivals/Events (Standing Item)
  - What is the Marketing Outreach on Festivals?
  - What is the website traffic to Festival related postings?
  - What is the conversion from the engagement?
- Previous Marketing Committee’s Minutes for Review (Standing Item)
- TheorySF - Spring Visual and Tag Line
- Month to Month reporting of previous bed tax numbers

## 9. MARKETING ITEMS FOR REVIEW Discussion Possible Action

- (Standing Item) Media Matters WorldWide Report | **See Attachment**
  - Launch to October 31, 2019
- Quarterly Google Analytics Report | **See Attachment**
- Mushroom Feast Marketing
  - Campaign paused due to PSPS and fires
- Crab Feast Marketing
  - Landing Page Launch
  - Digital Campaign Start
  - Visit CA Restaurant Month | January 2020 | **See Attachment**
- “Find Yourself Happy” Video’s Update
- Poppy Awards Application | **See Attachment**
- Wrap Up | What to Report to the BOD

## 10. MARKETING FUTURE AGENDA ITEMS Discussion

### 11. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Wednesday, December 4, 2019 at 10:00 AM
- **MARKETING TENTATIVE:** Wednesday, December 4, 2019 at 11:00 AM

### 12. ADJOURN Action