



## **Executive Director's Report August/September 2016**

### **Stakeholder Meeting Updates**

#### ***Mendocino County***

On August 18, 2016, Daphne Haney (bookkeeper) and I met with Shari Schapmire, Treasurer-Tax Collector and Jon Moore, Administrative Services Manager II to resolve the matter of the final payment for 2015-16. The final payment was reported from the Finance Committee.

We also took the opportunity to get an update on the new business module system to collect and track TOT information and the potential legalized cannabis tax and revenue information. In the discussion, MCTC agreed to collect forms from other municipalities on the collection of TOT to better report both revenue and occupancy for the county. Mendocino County agreed to collect additional information from the assessed lodging this next fiscal when the new system was in place.

On August 25, 2016, Jo Bradley and I met with Steve Dunncliff, Director of Planning & Building Services to introduce myself and discuss various ways on how our organization can be a partner to his department within the county. A couple of issues regarding lodging properties came up and resolution came to both topics. MCTC has agreed to research and provide information to Mr. Dunncliff concerning code language regarding hosting events. The second was regarding an expansion project in Anderson Valley. When lodging wants to involve MCTC in a dispute regarding building and construction projects, the organization has agreed to converse with Mr. Dunncliff and then direct any disgruntled lodging to contact him directly for any clarification or resolution.

#### ***Visit Ukiah***

On August 24, 2016, Gracia Brown and I attended the Visit Ukiah meeting. Their group is developing an app for the City of Ukiah with a scavenger hunt/trivia focus. They are also conducting a promotion, "Live Like a Local" program this year.

MCTC will be partnering with them to help promote the Live Like a Local program and their app once completed. In addition to these topics, I discussed with the group the grant program and the cooperative advertising opportunities. I will be presenting the cooperative opportunities at their September meeting. After the meeting, I had a one on one conversation with both Shannon Riley and Kerry Randall with the City of Ukiah. They expressed their concerns with previous VMC staff and how there has been a "fractured relationship" between the city of Ukiah and the organization. We discussed further on the steps to strengthen relationship. I also talked about the partnership opportunities and the direction of MCTC and the inclusion of Visit Ukiah. They talked about their needs and as a first result, MCTC will be sharing a contracted social media position with Visit Ukiah.



### **Staff & Contractor Updates**

#### ***Sales & Hospitality Coordinator***

A new and modified position was created as a result of the resignation of Donna Hannaford, Tourism Development Assistant and the needs of the organization. The Sales & Hospitality Coordinator position was created and posted.

After receiving a series of resumes, it was determined there were (2) two candidates who went through a phone interview with (2) two team members and the executive director. Those candidates moved onto a live skills and face-to-face interview. Luz Harvey was chosen as the final candidate, due to her professionalism, the experience with Winesong, glowing references and the results from her skills interview.

An offer was extended to Ms. Harvey and she agreed to join the team. She will begin September 19, 2016 and will go through an orientation process with both Jodi Smith and Gracia Brown. Ms. Harvey will fill the duties of the previous Tourism Development Assistant as well as taking on the responsibility of coordinating the Mushroom, Wine & Beer Festival; Crab, Wine & Beer Festival and the Party for the Planet.

#### ***Interactive Media & Content Coordinator***

After receiving notice from Brendan McGuigan, the internal marketing team sat down to discuss the needs of the organization and this contract position. In a recent meeting with Visit Ukiah, there was a discussion of how to better partner with the Ukiah team. It was discovered through this conversation that Visit Ukiah was in the process of searching for a contract social media professional. It was agreed to partner together and share this position and costs.

The position description was updated to reflect this partnership and we are currently in recruitment mode.

#### ***Media Buying Update***

After a couple weeks of negotiations, MCTC now has a new agreement with CC Media as the digital media buyer. CC Media initially did all the media buying for the organization at a rate of 15%. The company will serve only as a digital media buyer and has agreed to reduce the commission to 14%. In addition to the mentioned, a termination clause has been added within the new agreement verses a May contract renewal date.

The remainder of the media buying will happen internally to save on time and money.

#### ***Customer Relationship Management (CRM) System Selected***

The MCTC team reviewed (11) eleven different CRM systems to use as a productive tool for contact management. After reviewing all the systems, the team gave feedback to the executive director. Two systems met most of the needs of the team, plus had compatibility with existing systems such as Gmail and Google Calendars. After further review, BigContacts was chosen due to:



- Ease of use
- Compatibility with MailChimp
- Reporting and retargeting tools
- Ability to customize some items for the organization
- Staff training package
- Non-profit pricing

Implementation began the first part of September with the customization needed prior to importing and inputting in data. The next steps for BigContacts is to connect the system with our Gmail, MailChimp and Google Calendars.

**Staff & Contractor Reports** (reports are attached for your review)

- Richard Strom, Director of Tourism | Visit California Australia Sales Mission Report
  - NCTC Partnership
  - 41 attendees from California
  - 570 travel professionals (200 direct contact)
    - 55 tour operators
  - Tour operators and decision makers all received our regional flash drive with suggested itineraries, maps, photos and visitor guides
    - Tailored follow up with each
- Koli Communications PR Report
  - 40 Direct Placements
  - Hosted/Hosting Media
    - 7/17-7/18 Cheryl Crabtree Calif. Directory of Fine Wines; Inland
    - 7/21-7/21 Laurie Werner Forbes; Coast
    - 8/3-8/6 Andrew McCreddie Vancouver Sun/Province, CN; County
    - 9/7-9/9 Michael McCarthy The Province/CN; Coast
    - 9/17-9/19 Jennifer Boden KRON; Coast
    - 10/9-10/10 Jackie Burrell Bay Area News Group; Inland
  - Recent Coverage
    - Via Magazine
    - National Geographic
    - Vogue
    - Coastal Living
    - Meetings Today
    - NUVO Magazine
    - San Francisco Chronicle & Sacramento Bee
    - Additional ones can be found in the full report



### **Meetings/Events**

- 8/10 Media Immersion for DCI, the new PR Agency
- 8/12 Leadership Mendocino Orientation
- 8/15 Sales & Hospitality Coordinator Phone Interviews (2 candidates)
- 8/16 RavenRidge Cottages, Yorkville  
Yorkville Market, Yorkville
- 8/17 Marketing Committee Meeting



- 8/18 Planning Commission Meeting, Ukiah  
Mendocino County Meeting (Shari Schapmire & Jon Moore)
- 8/19 Highway 128 Wine Trail Meeting, Napa
- 8/23 Sales & Hospitality Coordinator Skills & Face to Face Interview (candidate 1)  
MCPA Meeting (call in)
- 8/24 Sales & Hospitality Coordinator Skills & Face to Face Interview (candidate 2)  
Visit Ukiah Meeting
- 8/25 Festival Committee Meeting, Willits  
Mendocino County Meeting (Steve Dunncliff)  
Ukiah Conference Center Tour & Meeting  
No on Measure AF Informational Meeting, Ukiah
- 8/26 Galbraith Preserve Reception & Informational Meeting, Yorkville
- 8/30 Brand USA Conference Call
- 8/31 Finance Committee Meeting
- 9/7 Meeting with Brandhound, Ukiah  
Travelodge Ukiah Tour & Meeting  
Ukiah City Council Meeting
- 9/9 Pinot Celebration, Little River Inn
- 9/12 Staff Meeting  
Fort Bragg City Council Meeting