



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, January 7, 2025 | START TIME: 10:00 AM

PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482 and

ZOOM: https://us02web.zoom.us/j/82842751414

1. CALL TO ORDER 10:02 AM

2. ROLL CALL

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Cally Dym (CD) as Chair and various staff members with their attendance records.

Introduction of Guests:

3. CHAIR’S COMMENTS:

4. PUBLIC COMMENT ON NON-AGENDA ITEMS

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

5. CONSENT AGENDA ITEMS [checked] Discussion [checked] Action Item

- 12.3.2024 Meeting Minutes – See Attachment | Approve
JG 1st and CB 2nd Motion Carries

6. ITEMS FOR REVIEW [checked] Discussion [checked] Action Items

- Festival(s) Update
JM: We're getting ready to go on Seafood and Sips. Brochures have been distributed almost everywhere.
Holiday Promotions

VISIT MENDOCINO

LB: We just wanted to circle back around to what we did for the holidays. We did a lot of asset collection as well as a lot of eblasts and calling hours for restaurants. We also found lots of businesses waiting until the last minute to put in events. As well as trying to suggest Fort Bragg and Ukiah adjust their weekends for things.

- Whale Festival
We have no details about the whale festival yet. Usually, it starts with Mendocino, then Little River, followed by Fort Bragg, and finishing in West Port. So we want the south coast to have something the last weekend.
- PR Report – *See Attachment*
We just had an influencer come out and publish stories on IG, Snapchat, and Facebook. We then have three media judges coming for the crabcake cookoff. We had a big busy December for press releases. We also had a lot of the wine industry pr updates. Islands, MSN, Men’s Journal, Betsy Andrews, wrote an article in Savor on crab cakes via magazine, Jeremy Austin influencer as well. We have only seen two articles so far from the visit ca team coming here. We had over 85 million dollars in add equivalency.
- Programmatic Analytics – *See Attachment*
LB: We had about 26.3k clicks and 2.11M impressions at an average \$.09 Per Click
- Social Media Analytics – *See Attachment*
LB: December Socials Generated about 3.5M impressions and just over 12k engagements
We ran the Magic is real Meta Campaign
Holiday Meta Campaign
Seafood and Sips, Crab Cake Cook-off, and the White Wine Campaigns are still running
And the Magic is Real Google Campaign
- Website Analytics – *See Attachment*
LB: 70k visitors (which is about 20k more visitors than last month!!)
They spent an average time of 2:12
Bounce rate 60% which is up from last month at 54%
- Booking Link – *See Attachment*
LB: Just over 5k searches which is just a little bit more than last month
There were 652 referrals vs. 717 last month

7. FUTURE AGENDA ITEMS Discussion

8. NEXT MEETING DATE Discussion Action Items

- **MARKETING:** February 4, 2025 at 10:00 AM

9. ADJOURN Action EC at 10:38 AM