



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, January 9, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/83050018931

1. CALL TO ORDER 10:01 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 status.

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 [Discussion] [Action Item]





- 12.12.2023 Meeting Minutes – See Attachment | Approve
EC 1st and AW 2nd Motion Carries

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

- Mckenzie Scalabrini Marketing Committee and Board of Directors Resignation – See Attachment
RJ: She is no longer with MWI and is moving to a job in Cloverdale, so she is leaving the board. We believe that Julie Golden should replace her on the board, so we are starting that process.
Festival(s) Update
JM: Seafood & Sips is right around the corner. We are in the middle of our wellness month and seafood & and Sips start soon. Brochures and signs have gone out all through the county. Just about 3,000 brochures have gone out along with going to visitor centers in other places in Northern CA.

VISIT MENDOCINO

We have the Sparkling Wine event first. Then we have a crab cake cook-off where general admission is sold out. Media is coming for both events, as well as getting wine competition judging getting started. The next event we are trying to pick up is the almost fringe festival. Grant applications have begun again.

- PR Report
 - RJ: November and December update we had 68 placements with an add equivalency of 31 million. We are working on a small meeting press release. We have a few judges coming for our anchor events.
 - Podcast Update
 - LB: We just got our second episode, and we are working on posting that next week. We are planning episode 3 now and focusing on music and we will also be doing a little bit to promote seafood and sips. So if you see us say hello.
 - Programmatic Analytics – *See Attachment*
 - LB: 19k clicks, 421,000 impressions at an average \$0.13 Cost Per Click
 - Social Media Analytics – *See Attachment*
 - LB: 2.8M impressions, 45k engagements
 - Magic is Real Meta Campaign: 10k clicks, \$0.36 Per Click
 - Magic is Real Google Campaign: 19k clicks, \$0.13 Per Click
 - Sparkling: 11k clicks, \$0.17 Per Click
 - Seafood & Sips: 56k clicks, \$0.23 Per Click
 - Cioppino: 6k Clicks, \$0.23 per click
 - Crab cookoff: 6k clicks, \$0.24 per click
 - Website Analytics – *See Attachment*
 - LB: 44k Visitors
 - 2:27 minute average time per visit
 - Bounce rate 48%
 - Booking Link – *See Attachment*
 - LB: 1,800 searches vs 1,700 last month
 - 668 referrals vs 820 last month
 - Wrap-Up | What to Report to the BOD
 - Marketing Committee Reporting to BOD | Discussion
7. **FUTURE AGENDA ITEMS**  **Discussion**
JM: Discuss Taste Mendocino
8. **NEXT MEETING DATE**  **Discussion**  **Action Items**
● **MARKETING**: February 6, 2024 at 10:00 AM
9. **ADJOURN**  **Action**
 - AW 1st Motion Carries at 10:22 AM