



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, October 3, 2023 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/81037016566

1. CALL TO ORDER

2. ROLL CALL

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Cally Dym (CD) as Chair, Makenzie Blaylock (MB) as Co-Chair, and various other members and staff.

Introduction of Guests:

3. CHAIR'S COMMENTS:

None

4. PUBLIC COMMENT ON NON-AGENDA ITEMS

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

No Public Comment

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

- 9.5.2023 Meeting Minutes - See Attachment | Approve
Motion by CAB, Second by TM - Roll Call Vote, Motion Carries

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

- Festival(s) Update
JM gave update on Harvest and Seafood & Sips festivals and brochure distribution.

VISIT MENDOCINO

- Seafood and Sips Festival Pass
 - CD Explained what the festival pass would look like*
 - Tickets to each event (Cioppino and Crab Cake Cook-Off and a passport to all tasting rooms participating in the Crab Cook-off tasting). Further discussion with CD, TM and VMC Team will take place following this meeting.*
- Certified Tourism Ambassador Program - Mendocino College – See Attachment
 - TRS Reported that the CTA program was transferred to Mendocino College under the stewardship of Pamela Heston and Scott Schneider – TRS will meet with the two on 10/19. VMC will be a non-fiscal sponsor of the program potentially feeding content to the program as well as possibly leading an occasional class.*
- PR Report
 - JPC went over Septembers PR work.*
- Winesong!
 - JM & JPC gave a brief overview of the Winesong event and snippets of guest and participant feedback. The group discussed what VMC would like to see from the event. Will await more feedback from MCHC.*
- County Fair
 - JM updated the group on the success of the VMC/MCA partnership at the fair, placement of our tables along with MWI and JPC has reached out to the fair to secure next years booths.*
- Bark in the Park
 - RJ discussed number of consumer data collected and that DogTrekker was kind enough to represent us this year and they hosted the Mendocino Give-a-way.*
- Cal Travel
 - TRS discussed the summit and the information available. Would like more advocacy however, it was interesting to hear LOTS of information re: Ai and Chat GPT as marketing tools.*
- USA Today Campaigns
 - Brand Launch Campaign: 3,826 entries*
 - MWI/Wine Comp Campaign: 2,033 entries*
- Programmatic Analytics – See Attachment
 - 119K impressions, 3.96K clicks, CPC \$0.58*
- Social Media Analytics – See Attachment
 - 2.5M impressions, 40k engagements*
Pivoted from Magic is Real campaign to Harvest Ads which have generated thousands of clicks for the events
- Website Analytics – See Attachment
 - Collecting analytics through Clicky while GA4 gets sorted out*
26.6k visitors with 1:58 average time per visit and 40% bounce rate.
- Booking Link – See Attachment
 - 1,800 searches with 779 referrals*
- Wrap-Up | What to Report to the BOD
 - *Festival Updates, Topline Web Analytics, Public Relations*

7. FUTURE AGENDA ITEMS Discussion

- Point Arena would like to have festival presence.*

8. NEXT MEETING DATE Discussion Action Items

- MARKETING:** November 7, 2023 at 10:00 AM

9. ADJOURN Action @ 10:57 by EH