



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, November 7, 2023 | START TIME: 10:00 AM
PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482
and
ZOOM: https://us02web.zoom.us/j/82187499258

1. CALL TO ORDER: 10:07 AM

2. ROLL CALL

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

Introduction of Guests:

3. CHAIR'S COMMENTS: No 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

- 10.3.2023 Meeting Minutes - See Attachment | Approve
1st KG 2nd CB Motion Carries

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

- Festival(s) Update
- JM: Very successful mushroom, whiskey, and wine train. 200 passengers with repeat visitors.
- Magic Market in Fort Bragg was very well attended by vendors, locals, and guests
- Taste Mendocino is taking place on Saturday and doing a final push for more ticket sales

# VISIT MENDOCINO

- Cannabis event in Plantshop was not very well attended so we will be revisiting our guidelines to be a featured event
- JC: Double the vendors as last year and very well attended. A lot of family-friendly activities took place during the event.
- JM: In full mode planning seafood & sips as well as January Wellness Month. Brochure being finalized and getting ready for print
- Working with Destination Hopland on the execution of the Sparkling Wine event
- TM: Opening sales at November 1; \$32,500 in sales thus far; inviting chefs and wineries now.
- PR Report
  - JC: Had 4 FAMs many of which attended the mushroom, whiskey and wine train and they had a great time
  - Another influencer attending later this week
  - Judges are slated to come up for Seafood & Sips
  - 7x7, Marin Magazine, HUGE magazine so of the recent features
  - 18M+ in ad equivalency the first 3 months of the fiscal year
- Meet and Greet
  - JC: Meet and greet tomorrow at Mar Vista Farm and Cottages with 40 RSVP's
  - Reminder sent to all of those attending
- RoGoPro Podcast
  - LB: Recorded 2<sup>nd</sup> episode here last week featuring the performing arts
  - Getting draft of the 1<sup>st</sup> episode by next week
  - JC: Recorded at the Mendocino Theater Company and interviews and captured footage of the mushroom train as well
- Visit California Mixer – December 5
  - RJ: Provide the opportunity for us to connect with Visit California staff and agency partners
- DogTrekker Report – *See Attachment*
  - Bark in the Park: 15,000 attendees and 5,000 dogs
  - Digital Campaign-150,000 impressions
- USA Today Campaign Report – *See Attachment*
- 1.4M Impressions
- Programmatic Analytics – *See Attachment*
  - 248K Impressions
  - 10.4K Clicks
- Social Media Analytics – *See Attachment*
  - 3.9M Impressions
  - 53K engagements
  - Harvest Mendocino: 4.9K Clicks
  - Taste Mendocino: 9.5K Clicks
  - Mushroom, Wine and Whiskey Train: 20K Clicks
  - Magic Market: 6.4K Clicks
- Website Analytics – *See Attachment*
  - 36K Visitors
  - Average time: 2:56
  - Bounce Rate 39%
- Booking Link – *See Attachment*
  - 1,807 Searches
  - 744 Referrals

# VISIT MENDOCINO

- Wrap-Up | What to Report to the BOD
  - Marketing Committee Reporting to BOD | Discussion
- 7. **FUTURE AGENDA ITEMS** ✓ **Discussion**
  - Cannabis Co-Op program with Visit Oakland and Humboldt County
- 8. **NEXT MEETING DATE** ✓ **Discussion** ✓ **Action Items**
  - **MARKETING**: December 12, 2023 at 10:00 AM
- 9. **ADJOURN** ✓ Action 10:41 AM by CB