



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, December 12, 2023 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/85334726040

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, Makenzie Scalabrini (MS) as Co-Chair, and various other members and staff.

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]

- 11.7.2023 Meeting Minutes – See Attachment | Approve
CB 1st and TM 2nd Motion Carries

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

- Festival(s) Update
JM: successful Harvest Festival and the Mushroom Train both went well. Taste was not as well attended as the Train. Waiting for seafood and sips brochures. Crab Cake Cookoff has sold out. We have 3 media members coming. The sparkling event is coming along. Wellness Month is coming up in January as well. Ads are going out for seafood and sips and wellness. The sparkling event is going a little slow, but they think it will start to pick up soon.

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- PR Report
 - JPC: We have Travel and Leisure magazine coming up, Influencer Kathryn McMan coming out, We have Kim Westerman, Besty Andrews, and Trevor Felch coming out for crab cake cook-off. Key placements in NBC LA, NBC Bay Area, Visit California, and Budget Travel. We have trade shows coming up soon Visit Cal and IBW.
 - Visit California Mixer Update
 - RJ: All the Northern CA Counties got invited to the Visit CA offices to present to their staff. So they presented to 89+ Staff, took games for winning wine.
 - LB: Great group of young people to build with
 - JPC: We are serving coro wine on the CA Plaza at IPW so it was good to network with Visit CA Personnel and Visit Mendocino was the most well-known. Very good learning experience.
 - The Cannabis Trail Co-op Campaign with Visit Oakland and Visit Humboldt - \$25,000 Ad Spend | **Approve**
 - RJ: Jamie, Tavis, Lisa, and Ramon met with Brain Applegarth and they have created a cannabis trail So Humboldt and Oakland are willing to spend the same ad spend as we will be spending. We are hoping that Visit CA will also pay in.
 - JPC: When you get 3 DMOs through Visit CA they will help fund. The idea is we will help promote cannabis people in Oakland and Humboldt and we will be a hub spot to tap specific farm spots. There will also be a few event timelines. Hoping to launch in March or April.
 - CB 1st and EH 2nd Motion Carries
 - Holiday Travel Discussion
 - RJ: During Fall and Christmas businesses have been slow so we were trying to attract more visitors during that time. If we discuss it now by summer, we can compile the info to get it out extra early in a campaign to draw more visitors. Maybe we create little rack cards for each of the events as to what is going on.
 - JG: Maybe we do it quarterly
 - EH: Are we pushing events specifically or are we pushing lodging and restaurants?
 - Programmatic Analytics – *See Attachment*
 - 30,700 clicks, 390,000 impressions at an average \$0.08 CPC
 - Social Media Analytics – *See Attachment*
 - 1.7M impressions, 22k engagements
 - Magic is Real Campaigns: 8.3K clicks, \$0.39 CPC
 - Harvest 2023: 2.3K clicks, \$0.35 CPC
 - Taste Mendocino: 2.5K clicks, \$0.33 CPC
 - Mushroom Train: 1.2K clicks, \$0.18 CPC
 - Website Analytics – *See Attachment*
 - 50K Visitors
 - 3:01 Average time per visit
 - Bounce rate 42%
 - Booking Link – *See Attachment*
 - 1,600 searches vs 1,800 last month
 - 820 referrals vs 744 last month
 - Wrap-Up | What to Report to the BOD
 - Marketing Committee Reporting to BOD | Discussion
7. **FUTURE AGENDA ITEMS** 📌 **Discussion**
8. **NEXT MEETING DATE** 📌 **Discussion** 📌 **Action Items**
 - **MARKETING**: January 9, 2024 at 10:00 AM
9. **ADJOURN** 📌 **Action**

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- CB 1st Motion Carries at 10:52 AM