



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, December 3, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/83405879972

1. CALL TO ORDER 10:02Pm

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:

CD: Branding....

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

- 11.5.2024 Meeting Minutes – See Attachment | Approve CB 1st and JG 2nd Motion Carries

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

- Festival(s) Update

RJ: Seafood and sips Brochure is at the printer and should be distributed by 1st of year. All events are posted on our website and the linkable pdf is live on the website. I am assisting with sparkling wine event. We have sold 60 tickets. I will be working on the wine competition next. Jamie and I will mc the crab cake cook off. Harvest events were

VISIT MENDOCINO

successful. Both The mushroom train and the mushroom celebration at Caspar community were well attended. The Caspar event had plans for next year.

JPC: there is a S & S radio ad that is currently running, we also have slated to run a new winter and events ad to go out on the radio. Mentioning lodging.

- Holiday Promotions

RJ: we have a nice ad set going and we just sent out an email, collecting assets of all of the Holiday events,

JPC: radio ads and landing page was added. All tree lightings and events are happening all on the same day.

CD: thinks maybe we market it in the since of having a "Tree lighting day", also a mushroom symposium is happening second weekend in Dec.,

CD: Don't understand the Wine Video. Magic is Real is to have majestic and we have a lot of people in our videos and the magic age is 32

CB: Branding question

JG: Where can I see the videos?

RJ: Agrees with Cally, we will do better next time and look at our branding a little better.

CB: Branding, we had a couple canceled reservations thinking they are going to the town of Mendocino rather than Mendocino County. Because on our website it was deceiving.

JPC: They are going to our website and thinking our website is just the village of Mendocino? Change our website to "VisitMendocinoCounty.com"

RJ: When I say I'm going to Napa I don't say I'm going to "Napa County" and after research found out that most people don't use county when talking about it, its too much of a stacked logo

JG: Lack of awareness of the amount of time it takes to get everywhere

CD: how much control do we have on Book Direct on the look and field?

RJ: website is ran by Simple View, we cant change much but we can change how the filter breaks down. We can maybe put a county map on the website. Home, Play, Stay we have hyperlink a map.

AR: visitors are not aware of the area or how far everything is.

- PR Report – *See Attachment*

JPC: Familiarization Program

11/16 Alidays Agent Group – 10 media guests had dinner with Janis & Jamie. They'd like to be first travel group to promote travel to Mendocino County / Fly-Drive to N. CA (beyond SF)

11/20-23 Mariia Ponomaryova/Influencer (from Nicholson House partnership; activities/dinner only)

12/5 Laura Stec/Freelance (added activities only)

12/10-13 Annette White/Influencer

1/30-2/1 Diane Worthington – Crab Cake Cook-Off Media Judge

1/30-2/1 Shoshi Parks – Crab Cake Cook-Off Media Judge

1/30-2/1 Garrick Ramirez – Crab Cake Cook-Off Media Judge

Key Placements

Food & Wine

San Jose Mercury News/Bay Area News Group – Hwy 128

Jeremy Austin - Influencer

NBCLosAngeles

NBCSanDiego

SF Gate

Travel + Leisure Español

Media Relations/Releases

Date Name Status

November SATW Hot Sheet Completed

December Seafood & Sips Draft

January Rooms w/a View Pending (and Locally Sourced/Farm Tours by Appt)

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Trade Shows/Media Missions Society of American Travel Writers/follow up (good connections, we'll see what shakes out)

TM: with the media that comes for the cook off can we help the south coast in anyway? We only have 120 left and will be sold out.

CD: unless there is a cioppino dinner, but there isn't really a reason to go down there.

JPC: Any participants on the south coast?

TM: No, but would be delighted to have more participants

- Dog Trekker DogCation Report – *See Attachment*

LB: Dog Trekker: Attached is a report that we get from Dave at Dog Trekker who does a promotion Annually called DogCation. He partners with Beachcomber Hotel and the Skunk Train and has a sign up on his website, social media ads and then does a drawing for the "Dogcation". This campaign had over 130k impressions.

CB: We would like to do something like this, can you please put Mar Visita in contact with Dave?

JG: Also Mendocino Gateway allows dogs and might be interested in some kind of promotion with DogTrekker

- Programmatic Analytics – *See Attachment*

LB: We had about 12.9k clicks and 742k impressions at an average \$.19 Per Click

We worked with Brendan to rebuild out google ads, which gave us 10k more clicks than last month, it is a very competitive landscape

- Social Media Analytics – *See Attachment*

LB November Social Generated about 2.3M impressions, 5.4k engagements We ran the Magic is real Meta Campaign, Holiday Campaign which is still running and continuing on the Magic is Real Google Campaign.

- Website Analytics – *See Attachment*

LB: 54k visitors

They spent an average time of 2:17

Bounce rate 54% which is up from last month at 50%

- Booking Link – *See Attachment*

LB: About 5k searches which up from 4.5k last month

717 referrals vs 574k last month

7. FUTURE AGENDA ITEMS Discussion

CD: Whale Festivals – Fundraiser for the chamber, maybe there is opportunity for more fundraiser

8. NEXT MEETING DATE Discussion Action Items

- MARKETING: January 7, 2025 at 10:00 AM

9. ADJOURN Action

AR: 10:52 AM