



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, February 6, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/83586641962

1. CALL TO ORDER: 10:05 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 records.

Introduction of Guests:

3. CHAIR’S COMMENTS: N/A

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

- 1.9.2024 Meeting Minutes – See Attachment | Approve
CB 1st and KG 2nd Motion Carries

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

- Festival(s) Update
JM: We have had a very successful few weeks. Seafood & Sips just ended with successful three-anchor events. Next up is the whale festival in March and following that brings us to Almost Fringe in April. Overall the Seafood & Sips event was a full success.
JG: Expectations were set that people bought a lot of tickets in the last 10 days, overall it was a success.

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- CD: The Cioppino dinner went well but it is rebuilding, and it almost sold out and the auction met their fundraising goals.
- JPC: The Cioppino dinner was a great event, and the Knights of Columbus crab feed was a beautiful setup
- EH: Didn't promote well for themselves but also didn't get any guests to come in for Seafood & Sips
- CB: Wants to talk early about promotion and getting their events and such out there
- CD: Events as fundraisers are working against us, lots of businesses are doing quality over quantity. Fundraising events are not making any money because tourists aren't coming to help fundraisers. Consider not using nonprofits to put on events.
- TM: Thank everyone for their hard work at the Crab Cake Cook-Off. The event went very well, the auction made amazing money. The result was \$65,000 just an estimate. The tent was beaten up badly in the wind on Sunday.
- December and January Marketing – Discussion
- RJ: In early fall we are going to gather all the information from annual events to put together a campaign to attract visitors more. MCLA has been discussing this further. We are also creating another Deals and Specials page for lodging and restaurants to enter packages.
- PR Report
- JPC: We had two media folks back for the past Seafood & Sips weekend two, Key Placements, Sunset, Vineyards and Voyages, ABC, Forbes, and Marin Independent. We have Visit CA sending guests from Japan. We are going to VCA Outlook Forum and the Travel and Adventure show. We are also attending IPW. Were at over 208 million ad impressions.
- PR Discussion
- CD: Pillars, which are developed with the marketing plan. Around this time of year, we are looking for themes to line up with multiple parts of the county.
- RJ: Ko and the VMC team work on pushing information out to get people to come here. In spring Ko sends us the ideas and such for the next physical year and then we update add or change things and then send it back over to her. Hot Sheet = New and Noteworthy.
- Podcast Update
- JPC: We just came out with the second episode of Roberta's podcast focusing on the theatre arts. Roberta was also here for interviews about our music for the next podcast. Piggy back on that we did a little Seafood & Sips interview. The first three podcasts this year have focused on the Arts.
- Programmatic Analytics – *See Attachment*
- LB: 18k clicks, 294k impressions at an average \$0.13 Cost Per Click
- Social Media Analytics – *See Attachment*
- LB: A little over 6M impressions, 140k engagements
Magic is Real Meta (social media) Campaign: about 13k clicks, \$0.29 cost per click
Magic is Real Google Campaign: 19k clicks, \$0.13 cost per click
Seafood & Sips: 35k clicks, \$0.10 cost per click
Cioppino: 16k Clicks, \$0.22 cost per click
Crab cookoff: 14k clicks, \$0.24 cost per click
Wellness: 13k clicks, \$0.20 cost per click
White Wine Weekend: 13k clicks, \$0.27 cost per click
- Website Analytics – *See Attachment*
- LB: 83k Visitors
1:53 minute average time per visit
Bounce rate 57%(30 new listicles- to help with the SEO bounce rate to go down slated to go up within the next month)
- Booking Link – *See Attachment*

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- LB: 2,800 searches vs 1,800 last month
1k referrals vs 668 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: March 5, 2024 at 10:00 AM

9. ADJOURN Action TM 11:31 AM