



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, March 5, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/81428374181

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 and various staff members with their attendance records.

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]

- 2.6.2024 Meeting Minutes – See Attachment | Approve
CB 1st and TM 2nd Motion Carries

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

- Festival(s) Update
JM: Working on the Whale Festival this month otherwise no big events happening at the moment. Little River is having their weekend this weekend for Whale Festival. Followed by Fort Bragg and the Westport. Then we begin working on the Almost Fringe Festival. There is a 420 Train going. Out of Willits the day of the Almost Fringe Festival.
PR Report

VISIT MENDOCINO

- JPC: We don't have the new PR report yet because KO was out of town. We have two media groups coming up one from Lux Beah, One through Visit CA, and one from Japan. Travel and Leisure put our two articles from their last trip. A guest from last summer put out a post in the last few days about trips in Mendocino County. Another article came out in 7x7 about mushroom foraging.
 - Cabbi Story Requests
 - CD: Visited with Scott Schnyder and saw a simple formatted list checking a lot of boxes which is a Cabbi Story Requests.
 - RJ: Since we have the PR pitches set up, we as a team could send out these two months before or quarterly to help include partners and stakeholders that are involved in that type of event or big happening that relates to that month's PR Pitches.
 - CD: It has been decided that every other month we can send out this information.
 - Programmatic Analytics – *See Attachment*
 - LB: 13k clicks, 696k impressions at an average \$0.18 Cost Per Click
 - Social Media Analytics – *See Attachment*
 - LB: Feb. generated about 2M impressions, 33k engagements
Magic is Real Meta (social media) Campaign: about 10k clicks, \$0.33 cost per click
Magic is Real Google Campaign: 13,400 clicks, \$0.33 cost per click
Whale Fest: 9k clicks, \$0.19 cost per click
Anderson Valley White Wine Weekend: 4k Clicks, \$0.33 cost per click
Seafood & Sips: 1,500 clicks, \$0.09 cost per click
Cioppino: 255 clicks, \$0.21 cost per click
 - Website Analytics – *See Attachment*
 - LB: 48k Visitors
1:6 minute average time per visit
Bounce rate 45% vs. 57% last month
 - Booking Link – *See Attachment*
 - LB: 9k searches vs 9,300 last month
2k referrals vs 1,400 last month
 - Wrap-Up | What to Report to the BOD
 - Marketing Committee Reporting to BOD | Discussion
7. **FUTURE AGENDA ITEMS**  **Discussion**
CB: Marketing for events
8. **NEXT MEETING DATE**  **Discussion**  **Action Items**
● **MARKETING**: April 2, 2024 at 10:00 AM
9. **ADJOURN**  **Action CB at 10:40 AM**