



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, April 2, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/81760086599

1. CALL TO ORDER 10:04 AM

2. ROLL CALL

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Cally Dym, Katrina Kessen, and staff members like Ramon Jimenez, Jamie Peters-Connolly.

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 [check] Discussion [check] Action Item

- 3.5.2024 Meeting Minutes – See Attachment | Approve
KG 1st and CB 2nd Motion Carries

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

- 2024/25 Marketing Plan Draft – See Attachment | Approve
EC 1st and CB 2nd Motion Carries with Cab Abstained
Festival(s) Update
JM: Whale Festival was very popular and brought lots of folks to the coast.
JPC: It was very well attended even with rough weather

# VISIT MENDOCINO

JM: April is full of events including Almost Fringe, Cannabis Events, and the 50K ultra race, followed by the Pinot, Film, and Music festivals. In May the Harvest Festival Calendar is going to start to be built. Currently, we have been working on the Urchin festival including the Kelp Fest.

- PR Report – *See Attachment*

JPC: Feb was phenomenal we got over 510 million impressions. We got placement at NBC as well.
- Skunk Train Report – *See Attachment*

JPC: Sierra Railroad reached out and wanted us to share this letter with our internal team. They wanted everyone to know what was being brought into the county. There has been a lightning rod issue in Fort Bragg with the skunk train.  
RJ: They saw a 33% increase in passengers in 2023.  
JG: Everyone needs to educate themselves about this topic.
- Gathering information from stakeholders - Continued Discussion
- Getting Advance Event Information to Stakeholders - Continued Discussion
- Marketing for Events - Continued Discussion

RJ: We want to focus a lot on marketing for events early. Janis has been working on finding out about legacy events to update our printed brochure and promote them.  
CB: Is wondering if we are focusing on promoting things not just specific events.  
JPC: We had a solo traveler last year and it is on our draft from Ko to promote that as well.  
CB: Thinks that will be more impactful than specific events.  
CD: We want to make sure we are giving enough time to do packages for events. Want to make sure we are moving things along quicker.  
RJ: We want to give 3 months minimum to show people what's going on.  
CD: We want to have a plan to push holiday starting in September.
- Restaurant Group Formation Update

RJ: Julie and Elyse have looked at meeting on the 2<sup>nd</sup> or 3<sup>rd</sup> Wednesdays of the month at 11:00 AM, 2:00 PM, or 4:00 PM. We will send out an email to the restaurant and internal mailing list. Help create an Agenda to stay on the timeline.
- Website Update

LB: We are hoping in the next 2 weeks to have the deals and special page. Janis is building out all of our annual events to place on our webpage, we also have 6 new listicles. We are also working on aligning with the Visit CA Teams' ultimate playground theme using our Magic Mendocino playground.
- Programmatic Analytics – *See Attachment*

LB: 4.08k clicks, 166k impressions at an average \$0.60 Cost Per Click
- Social Media Analytics – *See Attachment*

LB: March generated about 2.8M impressions, 36k engagements  
Magic is Real Meta (social media) Campaign: about 10.5k clicks, \$0.32 cost per click
- Website Analytics – *See Attachment*

LB: 46k Visitors  
2:22 minutes average time per visit  
Bounce rate 42% vs. 45% last month
- Booking Link – *See Attachment*

LB: 10,600 searches vs 9,600 last month  
1,500 referrals vs 2k last month

## 7. FUTURE AGENDA ITEMS Discussion

## 8. NEXT MEETING DATE Discussion Action Items

- **MARKETING:** May 7, 2024 at 10:00 AM

9. **ADJOURN**  **Action**

CB Motion Carries at 11:09 AM