



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, May 7, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/89069572552

1. CALL TO ORDER 10:04 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 status.

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

- 4.2.2024 Meeting Minutes – See Attachment | Approve
KG 1st and EC 2nd Motion Carries

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

- Festival(s) Update
JM: We had the almost fringe festival and it was super successful. The event brought people here and people who didn’t know about it stayed extra to attend. Tomorrow the eblast is going out for the fall festival. We want to start hearing about offers and events going on.
JG: We would love to have some suggestions to draw in tourists in the fall. Such as an ask with inspiration.

VISIT MENDOCINO

JM: The first goes this week and the following goes out with ideas, and it will be put out to lodging and the restaurant groups. We are getting ready for Pinot Festival, Beer Festival just happened, Uni Festival, & Kelp Festival. We have a large state booth fair as well and we have room for rack cards. So, Hopland could create a rack card as well as Point Arena.

- PR Report – *See Attachment*
 - \$26M Advertising/Equivalency
 - 179M Audience/Impressions
 - 3 Editorial outputs
 - 158 Media PlacementsSome of the Key placements were MSN, Luxe Beat and Food & Wine /JapanWe have already distributed the Hot Sheet, New & Noteworthy, and Unifest.
We hosted Ken Whiting as a FAM this past weekend
- Restaurant Group Update
MM: The Restaurant meeting had a few members join I believe 5 were there and we were able to get a small discussion going about what the next meeting will discuss, and we also were able to talk about how to help cross promote for the county.
JG: People were interested in getting together.
- Programmatic Analytics – *See Attachment*
6k clicks, 186,000 impressions at an average \$0.38 Per Click
- Social Media Analytics – *See Attachment*
2.4 M impressions, 58k engagements
Magic is Real Meta Campaign: 10.3k clicks, \$0.35 Per Click
Almost Fringe Festival Meta Campaign: 8k clicks, \$0.31 Per Click
Pinot Fest Meta Campaign: 15k, \$0.22 Per Click
- Website Analytics – *See Attachment*
38k Visitors
2:20 minute average time per visit
Bounce rate 44% less than last month at 48%
- Booking Link – *See Attachment*
10k searches vs 11k last month
1,470 referrals vs 1,500 last month

7. FUTURE AGENDA ITEMS Discussion

JG: Beer Fest numbers for the team to see the trends

8. NEXT MEETING DATE Discussion Action Items

- **MARKETING:** June 4, 2024 at 10:00 AM

9. ADJOURN Action

10:34 AM