



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
MARKETING COMMITTEE MINUTES**

DATE: Friday, February 19, 2016
TIME: 10:00am
PLACE: Visit Mendocino County, 390 W. Standley St., Ukiah CA 95482
Abalone Room, Little River Inn, 7901 Highway One, Little River, CA 95456
1319 Robbins St., Santa Barbara CA 93101
GUEST: Koleen Hamblin, Koli Communications

I. CALL TO ORDER

Meeting was called to order at 10:08 AM

II. ROLL CALL

Present: Cally Dym, Wendy Roberts, Susie Plocher, Jan Rodriguez, Alison de Grassi, Bernadette Byrne (phone)

III. CHAIR'S COMMENTS

ACTION ITEM

The first order of business was to elect a chair. Susie P. nominated Alison; Cally seconds. Motion passes unanimously.

No comments.

IV. MARKETING COMMITTEE MEETING POLICIES

The Committee established the following policies:

- Meetings to be held inland and on the coast to accommodate schedules

- Meeting dates to be noticed via Doodle poll
- Monthly, or sooner, meetings if circumstances demand
- Committee members committed to attending meetings; if a member misses three meetings, member will be advised. Committee members will resign if meetings become overburdensome for their schedule.
- ACTION ITEM
Discretionary spending.
Cally Dym motions to give the Chair \$1,000 discretionary opportunistic spending power. Jan seconds. Motion passes unanimously.
- Discussions:
 - BID Advisory Annual Report vs. MCTC Strategic & Marketing Plan
 - First come, first served policy for seeking PR/FAM lodging accommodations unless a specific request has been made or circumstances make this impractical
 - Co-op advertising: The Committee is supportive of co-op advertising to increase reach. Jan will recommend to the Organizational Development Committee
 - Monetizing the website: Alison will broach the subject with Brandhound and members will research comparable DMO websites. Question is how much ROI for the effort
 - VMC partner mailing list. Wendy suggests contacting the County to add a "Topic of Importance: Join our mailing list" slip to the next quarterly tax statement to lodging owners. This effort will go to capturing all owners' contact information

V. PR AND ADVERTISING ADDITIONAL FUNDS AND PLANS

- Committee reviewed CC Media \$20k spending plan for 2015/16.
The consensus was to avoid weddings and focus on the Marketing Plan target segments: soft adventure; eco-tourism; millennials; active and experiential.
- Committee reviewed 60,000 foot Media Buying Plan for 2016/17.
The Committee would like to see more original ideas e.g., bus wrap in conjunction with PR stunt. Target millennial publications, e.g., Weekend Sherpa
- ACTION ITEM
Alison will go back to CC Media and request a rethink of their ideas
- PR: Koleen Hamblin presented the Committee with 7 points for consideration before being able to propose a plan of action. However, she did give the Committee broad ideas for a PR stunt: redwood tree climbing all, selfie station, collaboration with non-profit (or the like) e.g., Tom's Shoes, Google, Tesla. Committee members will review Koleen's points and provide feedback to the Chair.

VI. WEBSITE AND SOCIAL MEDIA ADDITIONAL FUNDS AND PLANS

- Discussion: Social media. Committee discussed Brendan's recommendations for adventure photography/video; freelance writer budget; photo licensing; webcams.
Alison will ask Brendan for photo/video proposals. The current budget has room for photo licensing. Committee members will review the webcams on Telluride website.
- Discussion: Reviewed Brandhound recommendations. Alison will follow up with Roger.

VII. VISIT CALIFORNIA CO-OP

- Committee agreed that a Visit CA co-op campaign would be worthwhile. Alison will obtain information

VIII. MARKETING PLAN 2016/17 (<http://mendocinotourism.org/wp-content/uploads/2015-16-VMC-Marketing-Plan.pdf>)

IX. REBRANDING

NEXT MEETING DATE

To be determined by Doodle poll

ADJOURN

12:10PM