



MENDOCINO COUNTY TOURISM COMMISSION, INC.
MARKETING COMMITTEE MINUTES

DATE: Tuesday April 19, 2016
TIME: 10:00AM
PLACE: Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437
Visit Mendocino County, 390 W. Standley St., Ukiah CA 95482
CALL-IN: 641-715-3274; **ACCESS CODE:** 1024909#
GUESTS: Scott Schneider (10:50AM)

I. CALL TO ORDER

Meeting was called to order at 10:06AM

II. ROLL CALL

Present: Susie Plocher, Wendy Roberts, Alison de Grassi
Phone: Bernadette Byrne, Cally Dym

III. CHAIR'S COMMENTS

The chair had no comments

IV. PUBLIC COMMENT - *Brown Act Requirements: Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*

There was no public comment

V. APPROVAL OF MINUTES FROM MARCH 16, 2016 MEETING

Wendy motions to approve the minutes; Susie seconds. Unanimous.

VI. OLD BUSINESS

A. Weekend Sherpa program (newsletter and website program)

Alison reported on the April 8 Weekend Sherpa campaign and noted that the second part of the campaign will begin on May 7

B. Photographers: Brian Klonoski in March; Photo safari in April

Alison reported that Los Angeles photographer Brian Klonoski took almost 300 hundred in-county photographs; his fee was \$1000 and less than \$800 in expenses made for a very good value.

The Photo FAM will begin on Saturday April 23 and continue to April 28. Alison distributed the 7-page detailed itinerary involving models and multiple locations.

C. Community Communication Update

Alison reported the first Community Communication Update was distributed via the MCTC Internal Mailing List and also sent to local in-county media. She also reported that she has obtained a monthly column in the Ukiah Daily Journal for future Communication Updates.

VII. NEW BUSINESS

A. DISCUSSION ITEMS:

i. Frommer's ad proposal

The Committee reviewed the Frommer's proposal for a video ad campaign housed on the Frommer's website. The committee does not recommend proceeding with this \$55,000 campaign.

ii. Time Inc./Visit California: call-in and walk through proposal (10:30AM)

GUEST: John Godfrey, Vice President, Creative Director, The Foundry at Time Inc. (in person)

Mr. Godfrey presented two creative proposals from Time Inc. for a three-month digital or cinemascope marketing campaign. Each of these campaigns would take advantage of a portion of the funds transferred from MCLA.

Mr. Godfrey was joined by his New York team (Stephen Murray, Christina Kornrich, and Nicky Gertner) and Melinda Sheehan at 10:40AM. The NY team detailed the mechanics of the campaign. Scott suggested the Time Inc. team review their campaign projections for impressions vs. cost.

iii. DCI California Collective: call-in and walk through proposal (11:00AM)

GUEST: Daniel Guerrero, Development Counsellors International

Mr. Guerrero presented a proposal for public relations and content development. Following the review, the Committee requested additional information on optional program items and a sample report.

ACTION ITEM:

The Marketing Committee recommends contracting with DCI for the next fiscal year as the PR firm of record for MCTC and not renewing the contract with Koli/Cinch.

Bernadette motions to approve. Susie seconds. Unanimous.

- iv. Meltwater - alternative clipping service
Alison briefly presented this service
- v. Burrelle's/Luce clipping service contract
Alison briefly presented this service
- vi. Visit Mendocino County "game plan" – proposal by Brendan McGuigan for the development of a game App featuring Mendocino County
PowerPoint version:

<https://mctc.box.com/s/d4qr7dm4umontbgaivekg4dsa0ghfu8i>

PDF version:

<https://mctc.box.com/s/6417p992stnwx8gdy3sglcufcabbd9mw>

Alison walked the Committee through this proposal to develop a hidden object game app for MCTC. This game would have appeal for children through adults. Target audience is millennials, a huge percentage of whom play mobile-based games. The game would be downloadable from the visitmendocino.com website as well as the Apple iOS and Android app stores. Copyright to the game would reside with MCTC. Total investment of \$12,000.

ACTION ITEM:

The Marketing Committee recommends proceeding with exploring the project and continuing research into contract details and copyright ownership.

Susie motions. Wendy seconds. Unanimous.

- vii. 2016/17 budget items
Alison presented a rough draft outline of PR and marketing expenses for the next fiscal year.

NEXT MEETING DATE

To be set by Doodle poll

ADJOURN

12:29PM