



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Wednesday, July 20, 2016

TIME: 2:00PM

PLACE: Visit Mendocino County, 390 W. Standley St., Ukiah CA 95482

Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437

Mendocino Community Network, Internet Service Provider, e10700 Ford St,
Mendocino, CA 95460

CALL-IN: (712) 770-4700 **ACCESS CODE:** 713704

I. CALL TO ORDER

Meeting was called to order at 2:05PM

II. ROLL CALL

Present: Cally Dym, Alison de Grassi, Susie Plocher (2:20PM), Brent Haugen

Phone: Bernadette Byrne, Jan Rodriguez; guests: Laura Partridge & Lindsay Downing (CC Media)

III. 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 comment.

IV. APPROVAL OF MINUTES FROM JUNE 8, 2016 MEETING

Bernadette motions to approve the minutes; Jan seconds. One abstention. Motion passes

V. BRENT HAUGEN INTRODUCTION

MCTC's new Executive Director Brent Haugen was introduced to the Committee

VI. 2016-17 MARKETING & ADVERTISING CONSIDERATIONS

The Committee reviewed each of the Marketing and Advertising considerations presented by Brent, who supplied costs and a brief outline of each program. The Committee agreed to consider co-opportunities that would be open to a larger pool of stakeholders with a "sliding scale" of participation.

VII. DOGTREKKER PROPOSAL

DogTrekker has been an MCTC partner for five years and is seeking renewal of their

contract. Brent requested the Committee take a look at referrals from DogTrekker to the VMC website in order to better evaluate the value of the program.

VIII. CC MEDIA MARKETING UPDATE

Brent advised the Committee that he has had conversations with Laura Partridge regarding the current contract and that Laura will present a new proposal.

IX. PUBLIC RELATIONS UPDATE

Alison reported a productive phone conference among MCTC, DCI and Koleen Hamblin. The DCI team is starting on a media perception study based on story pitches developed by the Koleen/MCTC team. DCI Immersion Tour is scheduled for August 9-11.

X. COMMITTEE RECRUITMENT

Cally reported she had reached out to Jim Roberts (The Madrones) and Robert Pinoli (Skunk Train) to be on the Committee. Jim declined due to work; Robert will try to come to a future meeting.

NEXT MEETING DATE

August 17 at 2:00PM; location TBD

ADJOURN

Susie moves to adjourn the meeting at 3:36PM