



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

DATE: Wednesday September 5, 2018 **TIME:** 11:00AM
LOCATION: 390 West Standley St, Ukiah CA 95482
CALL-IN: Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437
101 Gregory Lane, Willits CA 95490

**Please note: In accordance with the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done from or at the locations above.*

- I. CALL TO ORDER
11:06AM
- II. ROLL CALL
Cally Dym, Bernadette Byrne, Wendy Roberts, Katrina Kessen, Alyssum Weir
Staff: Alison de Grassi, Travis Scott, Luz Harvey, Richard Strom
Guests: Russell Quinan, Chip Sheean, Jo Bradley
- III. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*
- IV. APPROVE MINUTES: August 1, 2018
Tabled due to lack of quorum
- V. MARKETING COMMITTEE MEMBER ADDITION
 - Alyssum Weir/Arts Council of Mendocino County
The committee agreed to add Alyssum Weir to the committee. Alyssum joined the committee following the discussion.
- VI. FEAST MENDOCINO
 - Rebrand & Logo Presentation
The committee approved the new Feast Mendocino logo for the fall festival that replaces the Mushroom festival.
 - Crab Fest Rebrand Discussion
The committee agreed that adding a crab element to the Feast Mendocino logo would satisfy stakeholder concerns about the name change. Alison reported that the Mendocino Coast Clinics fully supports the name change.
 - Feast Mendo Anchor Event
Alison and Travis gave an overview of the activities at EcoTerra on November 10. One idea to support the festival and event is to “own” a digital billboard for this and future events/festivals/news.
- VII. FRINGE FESTIVAL

- How to proceed
Luz gave a brief overview of the Fringe Festival and the committee embarked on a discussion of what to do with it. One idea was to give marketing money to the festival but without a core event, Russell noted, “We need to put a there there” and have a central event. Alyssum remarked that “Almost Fringe” is difficult to get the community involved. She mentioned the “New Bohemians” movement and “GypSet.” Discussion moved to what will bring people to the county in April. Alison gave a brief overview of the history of having a festival in April. Some ideas: celebration of spring; spring equinox; vehicles of Burning Man; Light of the Earth; Maker movement; Celtic Faire. Russell posited that the most effective move would be to drop the festival and concentrate efforts on the established festivals.

VIII. MARKETING PROPOSALS

- Roberta Gonzalez: Where’s Roberta?
The committee agreed that the timing was not right for this type of promotion and that it could be revisited in a year or so. Richard Strom will get back to Roberta Gonzalez.
- Tom Ward: Visit California Visitor Guide
The committee did not think it cost effective to spend more than \$20,000 on a print ad.
- Dogtrekker
Motion: Bernadette motions to approve the program at the \$7,500 level; Wendy seconds. Unanimous.

IX. THEORYSF

- Marketing Ideas From TSF – How To Move Forward
TSF reviewed the marketing options. For Feast Mendo, need a landing page, home page presence, digital campaign, digital billboard.
The committee was intrigued with the idea of BART domination (taking over the look of an SF BART station). Russell will pursue pricing.
Discussion about Taste Mendocino and pop-up event in SF with The Bewildered Pig.
- Aggregate Stakeholder Report
In process.
- Analytics From Quantcast
Code has been installed on site since launch. Russell walked the committee through the initial results: older Asian men, with money, high education are visiting the site. Another big demographic segment is “moms”... Alison will work up some ideas for Mendo Moments for the website. The next report will be forthcoming on September 20.

X. VACATION RENTALS

- Protocol about listing in event brochures
Discussion arose due to the request of a non-compliant lodging owner to be listed in the festival brochure. The County tracks BID payments and the property is shown as non-compliant. Following discussion, the committee recommended that this item be sent to the Board for further discussion. Travis and Joe Bradley will create a policy item for the next Board meeting.

NEXT MEETING DATE

October 3, 2018 at 11:00AM

ADJOURN

1:30PM; Wendy motions to adjourn; Katrina seconds. Unanimous.

DRAFT