



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Minutes

DATE: Wednesday, February 6, 2019 TIME: 11:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482

*CALL-IN LOCATION: 345 North Franklin Street, Fort Bragg CA & Redwood Empire Fair Grounds St, Ukiah, CA

CONFERENCE CALL PHONE: (605) 562-0400 / CODE: 443 8581 #

*Please note: To abide by 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 at the posted locations above

I. CALL TO ORDER

11:15 AM

II. ROLL CALL

a. Committee Members	Attendance Status		Title
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
John Dixon (JD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Maegen Loring (ML)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

b. Staff Members	Attendance Status		Title
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Partner Relations Manager
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests

Marth Barra

III. CHAIR'S COMMENTS

- Committee Member Introductions
- Brief Marketing Committee Description

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

V. APPROVE MINUTES 12.05.2018 Discussion Possible Action

BB moved for approval, ML 2nd, All present approved, 1 absent

VI. ITEMS FOR REVIEW Discussion

- Billboard (launch Jan 23, 2019) & Train wrap launch (live Feb 5, 2019)**
- Whale Festival Campaign & Creative**
 ADG - The agencies we work with, TheorySF & Media Matters World Wide, launch this on social media this week and on billboards this month.
 KK - Stakeholders/Partners, please send us your lodging/Other specials for us to post on our website.
- Crab Feast Review & Survey**
 KK - Went really well, we had great feedback at the events. The survey was sent out yesterday afternoon with an anonymous option available.
 ML – Wine focused
 KK – please send feedback, we do want to tweak the event in the future if needed.

d. Taste Mendocino

Battery 4/25/2019 Event Cancelled, public event coming together, 2/3 of the way full for the public event (presenters)

e. Media Matters World Wide Web Stat Review

f. Visit CA Film Shoot

ADG – 2 weeks from now, shooting Mendocino County, so far focused on Anderson Valley and Coast.

XI. FUTURE AGENDA ITEMS ✓ Discussion

- Include Stat Sheets from Media Matters World Wide
- Whale Festival Billboards
- Train Wraps

XII. NEXT MEETING DATE ✓ Discussion

SET DATE: Wednesday, March 6, 2019, 2018 TIME: 11:00 AM
 PLACE: 105 W. Clay Street, Ukiah CA & 345 North Franklin Street, Fort Bragg CA

XIII. ADJOURN ✓ Action

11:50 AM