

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

**DATE:** Wednesday November 8, 2017 **TIME:** 11:00AM

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

1. CALL TO ORDER  
   11:07AM
2. ROLL CALL  
   Bernadette Byrne, Wendy Roberts, Jan Rodriguez, Cally Dym, Alan Humason, Alison de Grassi, Vanlee Waters
3. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*Alison noted that subsequent to the agenda being prepared, Visit CA had contacted VMC to arrange a five-person Canadian PR FAM. Alan also alerted the committee about “The Grateful Table” event to be held on November 21. It is a fundraiser for North Bay fire victims and a portion of the proceeds will go to the Community Foundation of Mendocino County.
4. APPROVE MINUTES: October 4, 2017  
   Jan motions to approve; Bernadette seconds; unanimous
5. THEORYSF:
   1. WEBSITE PROGRESS UPDATE  
      Alan reported to the committee that the Board of Directors had approved the website re-do. The TSF team is currently working on the first round of website creative. VMC should have a first look in the next few days. Alan referenced the site layout: Hunting/Fishing will be added and Wine Tours/Shops will be removed. The site will have a lot of new engaging content including itineraries, User Generated Content, streaming video, enhanced search capabilities, and more. VMC anticipates the site will be ready mid-March 2018. Cally asked about media content on the site. Current articles from A-list publications/websites will be included. The site will contain a link for media to contact VMC.
   2. MUSHROOM, WINE & BEER FESTIVAL MARKETING PROMOTION TO DATE  
      The MWB promotion has been highly successful from the standpoint that it raised awareness in a short period of time. Vanlee’s report references results to November 3, 2017. A full report will be created once the campaign is over. The campaign produced so many site visitors that the server crashed; tracking tags complicated matters. Roger Coryell was able to repair. Bernadette asked whether it was the creative itself that drove the traffic; Alison responded in the affirmative.
6. DATA DASHBOARD  
   Alison presented the current data dashboard and noted the following: “In the month of October, our PR team generated nearly 350 pieces of media coverage for VMC -- 298 of which were post-fire "Mendocino County is open for business" messages. Total impressions that we could identify for sure: 212,848,050, and an ad value of $8,546,230.” Alan took a moment to acknowledge Koleen’s efforts during the fires and her adept handling of VMC’s crisis communications. The committee asked how we measure success in the social media realm. Alison responded that engagements per post is the best metric.

**NEXT MEETING DATE**

Wednesday December 6, 2017 at 11AM in Fort Bragg

**ADJOURN**

11:33AM