

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

*“The Marketing Committee shall be composed of a maximum of seven (7) voting members as follows: (i) one (1) Director of the Corporation; (ii) six (6) members-at-large; and (iii) the Executive Director or its designee. The Marketing Committee chair shall be elected by a majority of committee members. The Committee shall be responsible for advising and making recommendations to the Board in fulfillment of its duties and obligations regarding all marketing activities and issues, including but not limited to advertising, public relations and website activities.” - bylaws, Article 6, Section 6.1, (d) (iv)*

**DATE:** Tuesday, April 4, 2017 **TIME:** 10:00AM

## **LOCATION:** Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437

**CALL-IN:** Visit Mendocino County, 390 W. Standley St, Ukiah CA 95482

132 E Street, Suite 200, Davis, CA 95616

1319 Robbins St., Ste. 2, Santa Barbara Ca 93101

## **Please join the meeting from Google Chrome on your computer.**

<https://global.gotomeeting.com/join/705404245>

*\*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.*

1. CALL TO ORDER  
   The meeting was called to order at 10:15AM
2. ROLL CALL  
   Cally Dym, Wendy Roberts, Susie Plocher, Alison de Grassi, Vanlee Waters, John Dixon, Alan Humason  
   GUESTS: Russell Quinan, Chip Sheean, Koleen Hamblin
3. 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*None
4. APPROVAL OF MINUTES OF MARCH 7, 2017 MARKETING COMMITTEE MEETING  
   Susie noted item VII of the minutes references $30k research for TheorySF.  
   Bernadette motions; John seconds. Unanimous.
5. THEORYSF; SCOPE OF WORK, TIMELINE AND DELIVERABLES TO JUNE 30, 2017   
   TSF will do a deep dive into the county in an effort to understand the brand pathway. They are interviewing, and will continue to interview, business leaders, lodging partners, etc. They plan to return to the county to do intercept interviews and continue business research in areas of the county such as Anderson Valley and inland. It will take three months for their team to reach brand creative for review. Alison will organize their next trip to the county.
6. MARKETING PROGRAM DISCUSSION  
   The website is VMC’s #1 tactic for giving away information. We should include creative elements. Wine glass vs. beer glass discussion for capture of audience… the funnel. Need to discover our “special sauce” and our target audiences. Alan raised Destination Analysts’ research on DMO websites.   
   Need to bolster video (esp. drone coverage); photography (everyone is a photographer); incorporate UGC (user-generated content). Virtual reality is very popular. Give website visitors more opportunity to interact with the site.
7. REVIEW 2017-18 MARKETING & PR BUDGET  
   Alan will call in to the Visitor Services committee. The committee raised the issue of “other income” and “print collateral” – both being high and not broken out into line items. Discussion of county fee and how that is paid. Alan will work with the Finance Committee to review the budget in order to create the top line items for the BID report so that can be placed on the Board of Supes’ agenda.
8. MARKETING PLAN DEVELOPMENT  
   Alison has contacted Carl Ribaudo, SMG Consulting, and he had agreed to work on the statistical portion of the 2017/18 Marketing Plan. This will occur once the new Dean-Runyan report is issued.
9. WEBSITE DEVELOPMENT AND INTEGRATION OF TECHNOLOGY; UPDATE ON BACKEND WORK  
   Roger is about a week behind on delivery but has done a great deal of work on the backend to update WordPress, theme, plugins, etc. Roger, Alison and Todd Moritz (TSF) had a productive phone conversation. Roger’s team is working on incorporating H1 tags to help SEO. The committee gave the go-ahead for Brendan to change the name of the Hidden Object Game. Brief discussion of implementation of CrowdRiff and upcoming demo for committee.  
   Alison will report to Alan on the expiration of current digital and other contracts. TSF recommends more robust analytics on the site to better track traffic. Todd Moritz will send recommendations.
10. MARKETING REPORT AND PR UPDATE  
    PR is doing well. Alison will conduct an in-person Canadian FAM trip April 9-12 with Koleen.

**NEXT MEETING DATE**

Tuesday May 2 in Ukiah

**ADJOURN**