



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

DATE: Friday June 16, 2017 **TIME:** 9:00AM
LOCATION: Visit Mendocino County, 390 W. Standley St, Ukiah CA 95482

CALL-IN: **Dial-in Number: United States (712) 770-4700**
 Access Code: 713704
 Join the screen share for creative presentation at: <https://join.me/theorysfchitchat>
Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437
3766 Feliz Creek Road, Hopland CA 95449
Mendocino Tower, 45121 Little Lake St., Mendocino CA 95460
101 Gregory Lane, Willits CA 95490
621 N Cherokee Ave, Los Angeles, CA 90004
Little River Inn, 7901 Highway 1, Little River, CA 95456
500 Montgomery Street, San Francisco, CA 94111

**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
9:05AM
- II. ROLL CALL
John Dixon, Bernadette Byrne, Cally Dym, Jan Rodrigues, Alan Humason, Koleen Hamblin (KOLI Communications), Alison de Grassi, Chip Sheean (TheorySF)
- 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*
- IV. THEORYSF: CREATIVE PRESENTATION
Chip presented the TheorySF slide deck with three marketing platforms utilizing three different logos. The deck is attached to these minutes and made part hereof.

Following the presentation, the committee commented and selected their top picks for the 1) logo and 2) marketing platform.

John:

1. Key
 - Mendo Moments

Bernie:

1. Key

- Mendo Moments

Jan:

1. Key
- We Call it Mendocino

Cally:

1. Key
- Mendo Moments

Koleen:

1. Label
- Mendo Moments

Alan:

1. Key – it's visually striking
- Mendo Moments

Vanlee:

1. Key
- Mendo Moments

Alison:

1. Key
- Mendo Moments

The committee overwhelmingly selected the key as their choice for the logo. In addition, Mendo Moments received the highest rating among the platforms. Following discussion, the committee requested TheorySF to move forward with testing "Mendo Moments" and "We Call it Mendocino" with the key logo. Alison will tabulate the selections and send to Chip and Russell for their records.

- V. APPROVE MINUTES: MAY 2, 2017, MAY 8, 2017, JUNE 6, 2017
John motions to approve the minutes; Bernadette seconds. Unanimous.

NEXT MEETING DATE

Wednesday July 5 at 1AM

ADJOURN

10:21AM

A photograph of a person walking away on a dirt path through a dense forest of massive redwood trees. The ground is covered in red mulch and green ferns. Sunlight filters through the canopy. The text is overlaid on the left side of the image.

MENDOCINO COUNTY

FIND YOUR HAPPY

Platform Concept Presentation_R1



FIND YOUR HAPPY

It would take a lifetime to discover all the adventures, stories and magic tucked away in Mendocino. Big on happy and low on stress, wanderers and planners alike are drawn to the windswept beaches of Mendocino and Fort Bragg, the awe-inspiring beauty of the Redwoods along Highway 128, and festivals and events in Ukiah and Willits. To visit Mendo is to step back in time, into an authentic and uniquely Californian experience that's a little untamed, and filled with nooks and crannies that must be discovered by senses rather than cell phones.

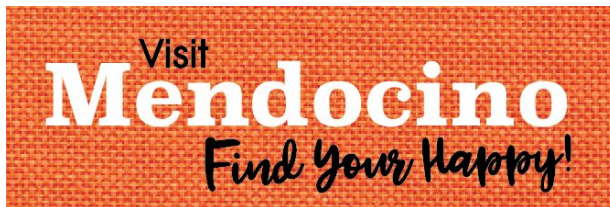
Those bold spirits inspired enough to take a journey to the *beautifully unexpected* can hear the rallying cry: **Find Your Happy!** And with horseback riding on the beach, wine tasting in Anderson Valley, and hiking among trees that seem to stretch toward perfect marshmallow clouds – there's a *happy* for everyone. Come find yours in Mendocino County.



MENDO MOMENTS

MENDO MOMENTS

With every mile marker that passes something inside slips away little by little. Peace takes hold as the city disappears around Hopland. Childlike wonder grows, and every curve of the road makes you lean toward what's to come. When the drive is over and work is a dream best forgotten... something happens here. The nerves settle, the brows unfurrow, and the shoulders return to their original relaxed positions. You've started to decompress. Then come these little moments; epiphanies sweet as jam, where you realize just how different it is here.



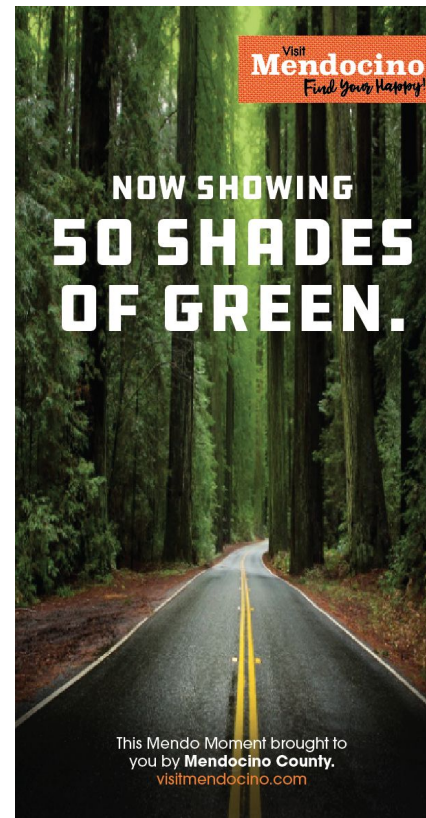
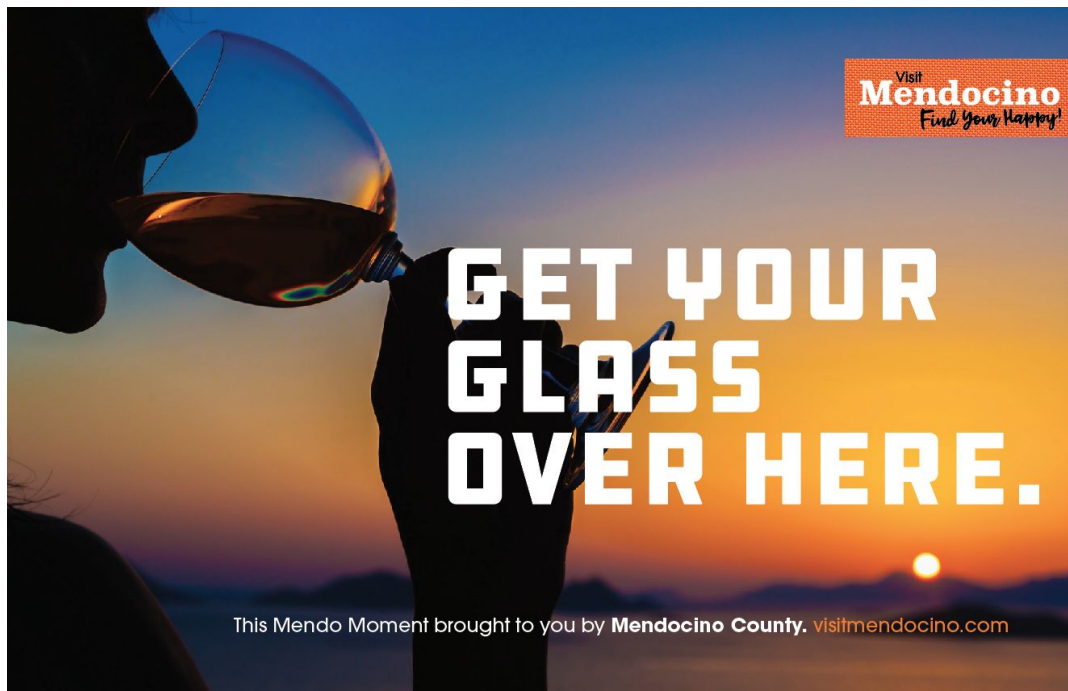


Visit
Mendocino
Find Your Happy!

**TURNS OUT STRESS
IS WATER SOLUBLE.**

This Mendo Moment brought to you by Mendocino County. visitmendocino.com





Visit
Mendocino
Find Your Happy!

**IT'S EASY TO ESCAPE WHEN
YOU HAVE THE RIGHT VEHICLE.**

This Mendo Moment brought to you by Mendocino County. visitmendocino.com

26723



MENDO TECH TALK

MENDO TECH TALK

Our target audience speaks a language that is seeping into the common vernacular. Peppered with tech terms and buzzwords, it proves that they are work/productivity-centric, and often plugged in 24 hours a day. We take this direction head-on, changing the conversation by playing with the meaning—flipping well-tread terminology on its head with a wink and a nod. Saying, we know you, and we want to transform these *inside* terms into *outside* exuberance. Because we're Mendocino County, and we're as cool as a server room.



MENDOCINO. WE'VE BEEN OPEN SOURCE SINCE 1850.

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UNPLUG, FULLY CHARGED.

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(REDWOOD APPRECIATION MOMENTS)

★
MENDOCINO
 — COUNTY —
 U.S.A.
FIND YOUR HAPPY!

MENDOCINO
— COUNTY —
U.S.A.
FIND YOUR HAPPY!

WE RECOMMEND A HARD RESET.



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WE CALL IT MENDOCINO

WE CALL IT MENDOCINO

There's an abundance of things, ideas and happenings the world views as extraordinary, curious or different. All that stuff is perfectly normal by us; a Polaroid that can only be developed here. It's what makes this place so unique. Though unfussy and decidedly casual, we have a particular way of doing things. And no matter what anybody else wants to call it, we just call it...Mendocino.



Looking up at
million stars
could be called
awe-inspiring.

{ We call it Mendocino. }




Visit
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Find Your Happy!

Lying naked amongst the trees is
actually called “Forest Bathing.”

{ We call it Mendocino. }

Visit
Mendocino
Find Your Happy!

A photograph of a middle-aged man with grey hair and a beard, wearing gold-rimmed sunglasses and a light blue button-down shirt. He is smiling broadly, looking off to the side. The background is a bright, sunny beach scene with turquoise water and a blue sky with scattered white clouds.

Some might
call it getting in
touch with your
inner child.

{ We call it Mendocino. }

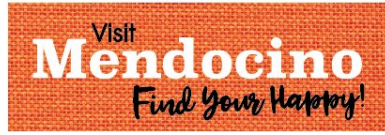
Visit
Mendocino 
Find Your Happy!

You could call it foreplay.

{ We call it Mendocino. }



Visit
Mendocino 
Find Your Happy!



FIND YOUR HAPPY LOCKUPS

1



2



3



4



5



6



Thank You