

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

**DATE:** Wednesday July 5, 2017 **TIME:** 11:00AM

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

Visit Mendocino County, 345 N. Franklin St, Fort Bragg, CA 95437

101 Gregory Lane, Willits CA 95490

**CALL-IN: Dial-in Number: United States (712) 770-4700**

**Access Code: 713704**

*\*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 11:07AM
2. ROLL CALL  
   Bernadette Byrne, Susie Plocher, Jan Rodriguez, John Dixon,  
   Alison de Grassi, Alan Humason, Vanlee Waters (staff)
3. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*  
   Jan commented that AMC News has picked up a story about Willits and the effect of the bypass.
4. APPROVE MINUTES: JUNE 16, 2017  
   Bernadette motions to approve; Jan seconds. Unanimous.
5. THEORYSF  
   ACTION ITEM: RECOMMEND RETENTION OF THEORYSF TO THE MCTC BOARD FOR FISCAL YEAR 2017/18 FOR BRANDING, MARKETING, WEBSITE  
   Brief discussion of TheorySF’s contract for FY 2017/18. Alison read the following statement from Wendy Roberts:

“*I enthusiastically support retaining TSF and extending their contract to include a reskin of the website. This topic was explored with all the firms interviewed during the search for a marketing firm and TSF made a number of valuable comments at that time. I believe that keeping them would be both time and cost-effective.”*

John requested information about whether the budget covers the TSF contract. Alan confirmed expenses are covered by the approved budget.

Jan motions to approve the retention of TheorySF to the MCTC Board for Fiscal Year 2017/18 for branding, marketing, website. John seconds; unanimous.

1. THEORYSF: UPDATE ON PLATFORM RESEARCH  
   Alison updated the committee on the latest research undertaken by TheorySF. The research was to determine which of the two marketing platforms, Mendo Moments and We Call It Mendocino, resonated best with the target audience. Results show that Mendo Moments was the clear winner with 57% of the vote. Both platforms were tested with the key logo, which was unanimously selected in the committee’s prior meeting. Alison and Alan will work with TSF on a timeline for creative.
2. MARKETING PROGRAMS: FAMILY TRAVEL WITH COLLEEN KELLY; BAY AREA LIFE  
   Alison updated the committee on the two travel segments that are being planned for fall 2017.
3. NEW SOCIAL MEDIA CONTRACTOR  
   Alan announced Brendan McGuigan has replaced Tony Barthel as the social media contractor.
4. MARKETING COMMITTEE MEMBERS  
   Alison noted the committee could add one more member and requested suggestions from the committee.

**NEXT MEETING DATE**August 16, 2017 at 11:00AM

**ADJOURN**

11:46AM