

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

**DATE:** Wednesday September 13, 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

3766 Feliz Creek Road, Hopland CA 95449

4275 Maple Ave. Freeland, WA. 98249

**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 11:01AM
2. ROLL CALL  
   Cally Dym, Susie Plocher, Bernadette Byrne, John Dixon  
   Alan Humason, Alison de Grassi, Vanlee Waters (VMC)
3. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*  
   No public comment
4. APPROVE MINUTES: AUGUST 16, 2017  
   John Dixon moves to approve; Bernadette seconds; unanimous
5. THEORYSF  
   WEBSITE MEETING UPDATE  
   Alan related to the Committee the substance of the previous week’s meeting with the TSF website team. Present at the meeting were Alan, Alison, Chip, Russell and Todd. Spent five hours in meeting discussing every aspect of the site: new elements; inventory of current site (Alison is working on); evergreen content, new content; video; user-generated content; events.   
   The new site will take 4-6 months to complete. Alan also reminded the committee that the new branding needs approval by the Board. He will request Russell and Chip present a package of revised creative to the Committee at their next meeting and request them to attend the next scheduled Board meeting.  
   Alan mentioned that funding for the website will come from the current marketing budget but that there are surplus funds available that will be used to fulfill marketing programs for the fiscal year.
6. MARKETING PROGRAMS UPDATE: FAMILY TRAVEL WITH COLLEEN KELLY; BAY AREA LIFE  
   Alison updated the Committee on the plans for both TV shoots. Bay Area Life scheduled for September 19 & 20; FTCK scheduled for October 6-8 with talent arriving on October 4 and crew arriving October 5. Alison described shoot locations and updated committee on lodging/meals for 10 person tour.
7. MARKETING FOR FESTIVALS  
   Alan raised the topic of marketing for the festivals. Currently marketing is limited to press releases for both the Mushroom and Crab festivals with a general festival release on the release schedule. It had been suggested the Visitor Services Committee create a list of festivals in the county with which VMC might partner. This might also be a service on the new website. The Committee suggested inviting VS to the next Marketing Committee meeting to understand the thrust of their thinking and any recent developments.

**NEXT MEETING DATE**

October 4, 2017 in Fort Bragg

**ADJOURN**

11:49AM