

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

**DATE:** Wednesday December 6, 2017 **TIME:** 11:00AM

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

1. CALL TO ORDER  
   11:09AM
2. ROLL CALL  
   Cally Dym, Bernadette Byrne, Alan Humason, Alison de Grassi
3. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*  
   None
4. APPROVE MINUTES: November 8, 2017  
   Tabled to next meeting due to lack of quorum
5. THEORYSF:
   1. WEBSITE PROGRESS UPDATE  
      The committee reviewed progress to date on comps of the proposed home page and internal listing page. Cally requested VMC inquire as to look and feel on mobile devices. The committee recommends approval of the design and direction. Russell Quinan will attend the Board meeting on December 12 to present the design and direction.
   2. MUSHROOM, WINE & BEER FESTIVAL MARKETING PROMOTION RESULTS  
      Final results of the marketing campaign are not available yet. However, the response to the digital campaign was such that the server crashed temporarily, partially due to the landing page containing a video. Preliminary results reveal 730,000+/- visits with more than 200 digging down to lodging listings.
   3. CRAB, WINE & BEER FESTIVAL MARKETING CAMPAIGN  
      TSF will plan a similar campaign as the Mushroom Festival to run in January.
6. DATA DASHBOARD  
   The data dashboard was tabled to a future meeting.

**NEXT MEETING DATE**January 4, 2018 at 11:00AM in Ukiah

**ADJOURN** 11:54AM