

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

**DATE:** Wednesday MARCH 7, 2018 **TIME:** 11:00AM

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

1. CALL TO ORDER  
   11:07AM
2. ROLL CALL  
   Bernadette Byrne; Cally Dym; Jan Rodriguez; Susie Plocher (phone)  
   Alison de Grassi; Richard Cooper   
   Russell Quinan; Chip Sheean
3. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*
4. APPROVE MINUTES: February 7, 2017  
   Bernadette motions; Jan seconds. Unanimous.
5. THEORYSF:   
   Russell explains TheorySF has three items to present at the meeting. The website is about one week away from release to VMC team for internal review.
6. Scope of Work moving the brand forward to the next phase;
7. Mendo Moments video scripts to share; TSF has obtained an actress for no cost – Sue Alfieri, an upcoming stand-up comic; their team is ready to shoot;
8. Ambient videos from shoot on February 21 and 22.

The team opted to review these items in the following order:

* 1. MENDOCINO MOMENTS SCRIPTS

Russell explains that the videos will be 30 to 60 seconds with each video highlighting an iconic “Mendocino Moment.” The scripts are guidelines and he anticipates Sue Alfieri will inject improv and ad lib into the final product. The suggested scripts cover:

* Sunset watching
* Hugging a redwood
* Kissing a giraffe
* How to enjoy a campfire
* Ride a horse on the beach
* Wine tasting
* Sleeping in
* How to speak Boontling
* How to unplug

These “moments” will be sharable on various social media. After review, the committee agreed to review the scripts (to be sent by Russell) and send comments/suggestions for locations and other script ideas to Alison by EOD Tuesday March 13. Ideas floated at the meeting include a food segment; hike through the redwoods on the Skunk Train; Drive-thru Tree.

* 1. REVIEW AMBIENT VIDEOS  
     The idea behind the videos is that they will play for up to two minutes as the “hero image” on the home page. Site visitors will experience a new video every time they visit the site.
  2. SCOPE OF WORK  
     Russell prefaced his presentation by informing the committee that the site will have an automatic report issued each month showing site traffic to businesses. This will enable VMC to have hard data on where traffic is going. The committee applauded this idea but brought up the fact that stakeholders will need to be educated about how to use this increased traffic. Discussion around the brand launch and outreach to stakeholders via town hall meetings to show what VMC is working on and offer tips and ideas for stakeholders to embrace.

1. Brand Management

* Be on call
* Explore new brand opportunities and partnerships
* Guide partners on the use of new style
* Manage awareness studies

1. Research

* Primary: Focus Groups and Intecepts
* Secondary: buy effective market research
* Online
* Effective testing

1. Develop Creative

* Website, print, offline, retargeting, social, direct, promotions, festivals  
  Short discussion about what retargeting is and why it’s a valuable tool for VMC to have in their arsenal.

1. Awareness

* Explore new ways to connect with prospects
* Sharable assets (e.g. Mendo Moments)
* Promotions: the Great Key Hunt
* Offline marketing efforts
* Media planning, buying, reporting
* Manage online demand marketing efforts
* Develop campaign creative for every tactic and media type

1. Calibrate Website

* Review analytics
* Conversion Rate Optimization
* Update creative for freshness
* Create and launch retargeting (sequential billboards)

1. Website Maintenance

* Ongoing support
* Software updates
* Email/phone support
* Training

Russell next presented a sample media plan for a launch period of four weeks. This plan is a “saturation” approach and includes items such as billboards, bus wraps, bus benches, bus stop ends, and more. The proposed budget for this brand launch is $100,000. The committee agreed there was no point in delaying the launch.

Russell will supply the committee with:

* The media plan sample
* Scripts
* Budget
* Key milestones/timeline

VMC and the committee will work on what the launch looks like for stakeholders: MailChimp communiques, town hall meetings, key tips for effective website, etc.

**NEXT MEETING DATE**TBA

**ADJOURN**

12:52PM