

**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**MARKETING COMMITTEE AGENDA**

“The Marketing Committee shall be composed of a maximum of seven (7) voting members as follows: (i) one (1) Director of the Corporation; (ii) six (6) members-at-large; and (iii) the Executive Director or its designee. The Marketing Committee chair shall be elected by a majority of committee members. The Committee shall be responsible for advising and making recommendations to the Board in fulfillment of its duties and obligations regarding all marketing activities and issues, including but not limited to advertising, public relations and website activities.” - bylaws, Article 6, Section 6.1, (d) (iv)

**DATE:** TUESDAY MARCH 7, 2017

**TIME:** 1:00PM

## **LOCATION:** Ukiah Valley Conference Center, 200 South School Street, Ukiah, CA 95482

**CALL-IN:** Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437

**CALL-IN:** 1 (646) 749-3131 **ACCESS CODE**: 844-364-541

*\*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.*

The meeting will be held on GoToMeeting.com. Please access the meeting at:  
**[https://global.gotomeeting.com/join/831700669](https://global.gotomeeting.com/join/831700669" \t "_blank)**

1. CALL TO ORDER  
   The meeting was called to order at 1:04PM
2. ROLL CALL  
   Cally Dym, Wendy Roberts, Bernadette Byrne, Susie Plocher, Alison de Grassi, Richard Strom, Vanlee Waters, Tony Barthel  
   GUESTS: Russell Quinan, Chip Sheean, Jennifer Seward, John Dixon
3. 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*  
   Alison de Grassi noted she had attended the Visit CA Outlook Forum and SF Travel Marketing Conference.
4. APPROVAL OF MINUTES OF FEBRUARY 21, 2017 MARKETING COMMITTEE MEETING  
   Wendy motions to approve; Bernadette seconds; unanimous
5. MEET THE NEW MARKETING AGENCY  
   Short presentation by Russell Quinan and Chip Sheean to introduce TheorySF and some of their proposed ideas for working with MCTC: videos, intercepts, look at competitors; discover what Mendocino County offers that no one else can; interview stakeholders. Review the county from a brand standpoint: what do people need to hear. Check the “temperature” of Mendocino County in the Bay Area by doing baseline research on perception. Video and virtual reality are highly recommended. They see their role and pulling the story of the county together once it’s identified.
6. MARKETING AGENCY FAMILIARIZATION TOUR  
   Would like to do a FAM tour of the county as soon as possible. Alison will send a media itinerary for them to review.
7. REVIEW 2017-18 MARKETING & PR BUDGET  
   The committee recommended the following proposed changes be submitted to the Finance Committee:
   1. Breakdown “print” items on budget for clarity on what individual line items are e.g., brochures
   2. Market research: change to $30k to cover research to be undertaken by TheorySF
   3. Assign $10k to video development
   4. Move $20k under Video Development to Advertising (the funds are to be used for PBS travel section, not development of video)
   5. Change Advertising Development & Design to $7.5k

Discussion of the Visitor Guide. The new ED will decide whether to reprint or not.   
ACTION ITEM: Motion to recommend the 2017/18 budget with suggested edits to the Board.  
Bernadette motions to approve; Susie seconds; unanimous

1. DISCUSS & DEVELOP THE MARKETING & PR WORK PLAN  
   Need to target audience research and “plan to plan.” Undertake a competitive analysis and “product” research on the county. Cally recommended an exercise for the Board to suggest 50 to 100 spots in the county for TheorySF.
2. MARKETING REPORTS  
   With Brent absent from the meeting, the committee did not review the Marketing reports.
3. UPDATES
   1. Website Project  
      Brandhound will consult with Todd of TheorySF on the website project, which is currently underway.
   2. Contracts  
      The committee briefly reviewed the Koli Communication contract, which was recently updated to reflect the correct budget amount.
4. FUTURE AGENDA ITEMS
   1. Advertising Sponsorship Policy

**NEXT MEETING DATE**

April 4, 2017 at 10:00AM at the VMC Fort Bragg office

**ADJOURN**2:16PM