

**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**MARKETING COMMITTEE MINUTES**

**DATE:** August 17, 2016

**TIME:** 2:00PM

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

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

Mendocino Community Network, Internet Service Provider, e10700 Ford St, Mendocino, CA 95460

**CALL-IN:** (712) 770-4700 **ACCESS CODE:** 713704

1. CALL TO ORDER
Meeting was called to order at 2:04PM
2. ROLL CALL
Present: Cally Dym, Susie Plocher, Allison de Grassi, Brent Haugen
Phone: Bernadette Byrne
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*
4. APPROVAL OF MINUTES FROM JULY 20, 2016 MEETING
The approval of minutes was tabled until at quorum is reached.
5. DCI IMMERSION UPDATE
Alison updated the committee on the visit to Mendocino County by DCI the previous week. The visit was very successful and gave the new PR team a sense of the scale of the county as well as the diversity of population, lodging interests, and businesses and attractions.
6. CC MEDIA UPDATE
Brent reported on ongoing discussions with CC Media regarding their commission and termination clause in the contract. At this point, marketing efforts will move ahead without CC Media's involvement.
7. 2016-17 MARKETING & OUTREACH CALENDAR
Brent presented the options outlined in the calendar and the associated cost breakdown (see committee packet). Marketing efforts for 2016/17 will be based on building business rather content creation. Outreach includes print, website, digital, trade and consumer shows, emarketing, co-ops, events and holiday messaging. Without a quorum, the committee could not provide a recommendation for the board but agreed with the general principles of the plan.
8. SOCIAL MEDIA UPDATE
Brendan McGuigan has resigned as VMC's Online Marketing Consultant as of August 31, 2016. Until such time that VMC is able to hire an in-house or contractual replacement, VMC will retain Brandhound on a month-to-month contract to provide social media and blogging services in addition to their website support. Alison plans to meet with Brendan and Brandhound on August 18 to further the discussion and come up with a wireframe.
9. RFP FOR DIGITAL MEDIA BUYER
Brent presented an RFP for a digital media buyer to replace CC Media. The committee reviewed. Alison will add in edits and send to Brent for distribution.
10. COMMITTEE RECRUITMENT
Robert Pinoli was unable to attend the meeting but is still interested. The committee discussed candidates and will approach John Schaeffer of the Solar Living Center and Holly Madrigal.

**NEXT MEETING DATE**September 21, 2016

**ADJOURN**3:30PM