



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Minutes

DATE: Tuesday, July 2, 2019 TIME: 11:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg CA

\*CALL-IN LOCATION: Redwood Empire Fair Grounds, 1055 N. State St, Ukiah CA

CONFERENCE CALL PHONE: (605) 562-0400 / CODE: 443 8581 #

\*Please note: To abide by 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 at the posted locations above

I. CALL TO ORDER

11:06 AM

II. ROLL CALL

a. Committee Members	Attendance Status		Title
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
John Dixon (JD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member (In attendance by phone, not at an official call in location)
Maegen Loring (ML)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

b. Staff Members	Attendance Status		Title
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Partner Relations Manager
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
Richard Strom, Present, Director of Tourism Development			
Ramon Jimenez, Present, Marketing and Sales Coordinator			

c. Introduction of Guests

III. CHAIR’S COMMENTS

Happy to have all committee members in attendance.

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period. Introduction of Ramon Jimenez, VMC new Marketing and Sales Coordinator

V. CONSENT AGENDA ITEMS  Discussion  Possible Action

- a. Minutes from 6.05.2019 Meeting  
AW made a motion to approve the consent agenda, SC 2<sup>nd</sup> the motion, roll call; all present approved, 1 absent.

VI. ITEMS FOR REVIEW  Discussion

- a. ~~Marketing Plan Review~~
- b. Media Matters WorldWide Report  
Well over goals. Trending on 15 second videos, cut from 30 second videos, with pretty good play time. Going dark on digital efforts for summer, hotels are full/fuller. Will start up again in fall. Our billboards are down now. Digital advertising produces data used to create 19/20 marketing plan.  
We are looking for events that have engagement, brand awareness activities and experiences in Mendocino County.
- c. Happy Land Guide | Updates  
7”x5” landscape, innovative – possibly award worthy. No body has done this type of “inspirational piece”.

Visitor Guide Update – include: hero images, lodging properties, wine, brew, remove advertising, possibly landscape, 8"x10", similar to word of mouth, matte finish, between 36-40 pages, printing 5000-10000 at a time.

d. FAM Report

We are finished for 18/19 and started the 19/20 year with a bang, have done really well reaching new media.

**XI. FUTURE AGENDA ITEMS** ↗ **Discussion**

Budget Review (yearend)

MMWW \$ Report

**XII. NEXT MEETING DATE** ↗ **Discussion**

TENTATIVE: Wednesday, August 7, 2019 at 11:00 AM **(SET)**

**XIII. ADJOURN** ↗ **Action**

**BB made a motion to adjourn at 11:52 AM**