



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Minutes

DATE: Tuesday, August 13, 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

11:14 AM

II. ROLL CALL

a. Committee Members	Attendance Status		Title
Cally Dym (CD)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member (on phone from unofficial call-in location)
Susie Plocher (SP)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
John Dixon (JD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member (left at 12:15 PM)
Alyssum Weir (AW)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Maegen Loring (ML)	<input type="checkbox"/> Present	<input checked="" 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
Ramon Jimenez (RJ)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests

Chip with TheorySF

By phone: Jennifer, Rachel, Shell, Lisa, Josey with Media Matter WorldWide

III. CHAIR'S COMMENTS

None

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. TS – staff take our jobs here very seriously and we do need a quorum to perform many of the jobs we have been tasked to do. SC – seconds that. JD – agrees.

V. CONSENT AGENDA ITEMS Discussion Possible Action

- a. Minutes from 7.02.2019 Meeting
No quorum, unable to take a vote

VI. ITEMS FOR REVIEW Discussion

- a. Year End Account 5130 Overview | See Attachment | Notes: TS - looks good, no surprises
- b. Media Matters WorldWide Presentation | See Attachment | Review presentation
- c. Happy Land Guide | See Attachment | Please view | Notes: Chip – Whimsical and magical. Wanted it to be sticky, something someone would keep to review more than once. A playful jaunt of the territories in Mendocino County. Nostalgia goes back into our DNA. BB – really cute anxious to see it. TS – short run, on the first run. Chip – TheorySF moto “make things people want to steal”. (Have people saying) What are these guys doing up there and I gotta go up there and see it myself! (Lets create that question)
- d. Make Yourself Happy | Film and Talent | ADG – have selected top choices and are working on a trip late September/early October.

- e. TheorySF Animation | Concept for Digital Marketing | *See Attachment/* Nostalgic images | Artist: Tom Gilett, Australian Illustrator | Notes: BB – how will the animations be used, social media? ADG – Yes, social media & brand awareness. A vehicle for people to get to click more. Chip – find your happy is our activation, our joy to the world. Similar to Charles Schults. The guide coming to life. ADG – The Happyland players guide. JD – Why a giraffe and not a deer? Chip – this is a napkin sketch, not ready to show. JD – would like to see diversity in the people/photos. Saw the giraffe a lot, too much? Chip – certainly we can fold in diversity. ADG – it is at the printer, first round. As we evolve, we can learn as we go along. JD – That’s why we are here, can appreciate that.
- f. Social Media Influencer Photo Shoot | *See Attachment* | Notes: ADG – we need to up our assets, photo library. More of a spontaneous feel for the county rather than a staged photo. Under photo budget.
- g. Hwy 128 Road Trip | *See Attachment* | Yolo lobbyist local assembly woman, Governor Newsom signed bill in July to make 128 a scenic highway | TS – good to have footage on have once the destination happens possibly a spring project, within video budget.
- h. PR 18/19 | Round-Up | *See Attachment* | Notes: ADG – yearend PR Report. BB – blown away by goal vs deliverables, does the goal grow with the results? ADG – could but don’t want to shoot self in foot either. This was a great year too. Raising the bar on the type of media visiting. Not into the blogger seen unless they are thriller, we don’t spend a lot to get this type of coverage. We do raise goals but not to a billion, that’s a bit much.
- i. PR 19/20 | FAM Trips | *See Attachment* | Refer to reporting | ADG – Great start to the year.
- j. PR Report | Inland VS Coastal PR Coverage | *See Attachment* | ADG – The results show the Coast gets most of the coverage, most of the “boutique” hotels are there. It is Coastal bias.
- k. Fold Out Map | *See Attachment* | Notes: ES – We have our tear off maps for our Stakeholders, to guide guests of the County, but we don’t have a map to distribute to Visitor Centers. We distribute the North Coast Tourism Map, shouldn’t we have our own map? This idea/example shows images pulled from Instagram, from towns all over the county + County Map. ADG – could be really expensive if we need to contract all the images. ES – a lot of the images are pulled from VMC Instagram page. BB – finds it engaging, likes it. Fresh. ADG – not a Marketing piece. TS – possibility to put it under the visitor services committee, fully allocated Marketing’s Budget this year. BB – prudent it’s moved over, see’s real value in this.

XI. FUTURE AGENDA ITEMS Discussion

XII. NEXT MEETING DATE Discussion

TENTATIVE: ~~Wednesday, September 4, 2019 at 11:00 AM~~ – **To set at a later date**

XIII. ADJOURN Action

12:45 PM