



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Minutes

DATE: Wednesday, May 1, 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

II. ROLL CALL

a. Committee Members	Attendance Status		Title
Cally Dym (CD)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Chair (called in from non-agenized location, vote considered absent)
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member (called in from non-agenized location, vote considered absent)
Alyssum Weir (AW)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Jennifer Seward (JS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Maegen Loring (ML)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member (Joined at 11:11 AM)
Scott Connolly (SC)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
<b>b. Staff Members</b>			
	<b>Attendance Status</b>		<b>Title</b>
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
Richard Strom (RS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Tourism Development
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests

Martha Barra

III. CHAIR'S COMMENTS

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.

V. CONSENT AGENDA ITEMS  Discussion  Possible Action

- a. Minutes from 4.03.2019 Meeting (Tabled)

VI. ITEMS FOR REVIEW  Discussion

- a. Travel Impact Report
 

Alison described the background of the report: issued by Visit CA; undertaken by Dean Runyan. All reports available at industry.visitcalifornia.com. Trend shows about 3.4% increase in total visitor spending for calendar year 2018. Decrease over previous upward trend but to be expected. The full report will be issued Tuesday May 6. At that time and with the info from the VCA website, Alison will be able to determine how other competitive counties fared during the calendar year to give a more comprehensive picture of tourism income. Jobs decreased to 6,890 which is about one-third of employment in the county. Cally asked about breakdown of Visitor Spending by type of lodging. Travis to contact Shari Schapmire to obtain updated report on Large, Medium, Small rentals in the county; also, to obtain cumulative numbers for each category.
- b. Visitor Guide
 

First draft is in review and will be returned to TSF for fixes. VMC will have a draft for the next Marketing Comm meeting. Alison obtained print quotes ranging from \$3.5k (10,000 units) to \$11.4k (50,000 units).
- c. Marketing Plan

Alison finished the marketing plan. It will go to the Board at their next meeting. The plan is based on the Strategic Plan initiatives and imperatives. As the fiscal year goes out and the new one begins, we will discuss which festivals/events are to be supported by digital marketing efforts. Renewed effort into brand awareness with new imagery, taglines, and new short videos for digital and social media applications.

d. PR Updates

Alison updated the committee on some of the A-list stories that have appeared: AFAR, NY Times, Forbes.com, and more. Figures are way beyond goals outlined for the year.

e. FAM Trips

Visiting media trips have been highly successful. Alison outlined trips in April and through the end of the fiscal year with dates, names, and focus:

4/9 Eddie Bauer influencers

4/16 Rich Rubin Passport LGBTQ - coast trip to Oregon

4/16 Jill Robinson SF Chronicle

4/19 Patty Burness Marina Times

4/23 LA Times Sharon Boorstin Water Towers

4/23 Christina Valhouli JustBobbi.com

4/25 Courtney Elko FamilyVacationCritic.com - family travel

5/5 Ceil Miller Bouchet Freelance AV/Motorcycle

5/15 AAA California; Amanda McCracken - water towers

6/15 New Zealand Let's Travel guide Shane Boocock - RV and boutique hotels; experiences

6/23 Sara Schneider - Robb Report - luxury/high end

6/30 Names tbd - National Geographic France - outdoors, nature, sustainability

**XI. FUTURE AGENDA ITEMS  Discussion**

**XII. NEXT MEETING DATE  Discussion**

TENTATIVE: Wednesday, June 5, 2019 at 11:00 AM

**XIII. ADJOURN  Action**

11:36 AM