



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Wednesday, December 4, 2019 | START TIME: 11:00 AM

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

CALL-IN LOCATIONS: KOZT FM OFFICES, 110 South Franklin St. Fort Bragg, CA | 1818 Fifth Street Berkeley, CA | Redwood Empire Fair Grounds, 1055 N State St, Ukiah CA

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50 8962 #

*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.

1. CALL TO ORDER

11:03 AM

2. ROLL CALL

Marketing Committee

	Attendance Status
Cally Dym (CD)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent
Susie Plocher (SP)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent
John Dixon (JD)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent
Alyssum Weir (AW)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent
Jennifer Seward (JS)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent

Title

Chair
Member
Member
Member
Member
Member
Member

Staff Members

	Attendance Status
Travis Scott (TS)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent
Ramon Jimenez (RJ)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent

Title

Executive Director
Partner Relations Manager
Director of Marketing and Media
Marketing and Sales Coordinator
Administrative Services Manager

Guest: Kate Hawthorne, Liquide Fusion Kayak

3. CHAIR’S COMMENTS | None

4. 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 JS – Spring Review, kick TheorySF contract dollar amount to the Finance Committee for approval.

5. CONSENT AGENDA ITEMS Discussion Possible Action

- Minutes from 11.6.2019 Meeting | ADG – add keep brochures for a while. CD – add talking about Spring with a Rack Card to the Minutes.

6. ITEMS FOR REVIEW Discussion Possible Action

- (Standing Item) Media Matters WorldWide
 - Revised Contract Flow Chart | **See Attachment** | ADG -original contract ran September to March, Travis wanted it to run the full FY, only worked to take out YouTube. Minimum spends are needed in order to continue buys but doesn’t know what those are. No news on Survata, that info is set for Thursdays Agenda. CD – wondering should we be saving up our branding efforts, instead of the drip theory. ADG – not cast in concrete, **will ask Jennifer with the minimum buy ins are.** ES – Takes out YouTube? CD – YouTube is skewed, unable to skip the Ad’s. It’s in the purview of the committee to ask Travis for additional funding if needed. Let’s ask Jennifer and at the end of the day it’s Travis’s decision. ADG – also changeable based on results. | CD – Please have stats and Video ready by BOD Meeting
- TheorySF
 - Crab Landing Page | **See Attachment**
 - Template for New Visitor Guide | **See Attachment** | ADG – in the works, would like to rename to compliment the Happy Land Guide. CD – confused, is this like the Happy Land Guide? ADG – to compliment it. KK – will this also go to the Visitor Services? CD – use to live there. The tear off map startles the 2 committees also. Whoever is doing the sales mission should have input. ADG – will have a map in it, cell service issues another reason to have a hard copy guide.
- Public Relations
 - Projections through October | **See Attachment** | ADG at half of our goal.

- Spring Festival | ADG – went to Russel, asked a couple of times but heard nothing about the survey to find a main event to bring people here in spring. KK – speaking for the festival committee, the meeting was cancelled due to the lack of the survey results. The Festival Committee doesn't want to do a feast, feels like we are at a standstill. CD – can see why is feels that they. Would be nice if Theory would get the research done for us. There is plenty of stuff that could be put under that umbrella. Throwing something together this year wouldn't be wasted effort. KK – all clear we're all pulling together these things, these events are in motion. ADG – Already branded as Feasts, don't know how I feel about Spring "joy", have to have a hook. Keep coming back to the almost Fringe Festival. CD – we want a concept under which to promote, all this other stuff under. KK – like a big red bow. AW - really driving home brand awareness, the landscape. ADG – talking about no Festival and Events promote a time period. CD – there is enough there, we just need a red bow. ADG – what am I sending Theory? ES – Theory said they could do it in 2 weeks. ADG – we would have to build a landing page and a rack card. CD – maybe the tag line and landing page. KK – work similar to Whale. Kate – Wild Flowers with an overall branding scheme, spectacular for the County. CD – Spring = renewal. ADG – Am I asking Theory for a tagline? AW – something that increased brand awareness, nostalgic images, as Theory what they think we should do? ADG – a concept? KK – the concept is Spring in Mendocino County. ADG – Based on research what type of marketing we should do? Yes - Committee in Agreement, to be ready by next meeting.

7. FUTURE AGENDA ITEMS Discussion

8. NEXT MEETING DATE Discussion

~~TENTATIVE: Wednesday, January 1, 2019 at 11:00 AM~~ **SET JANUARY 8th 10:30 AM JOINT MARKETING/FESTIVAL**

9. ADJOURN Action

AW 12:00 PM