

**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**MARKETING COMMITTEE AGENDA**

“The Marketing Committee shall be composed of a maximum of seven (7) voting members as follows: (i) one (1) Director of the Corporation; (ii) six (6) members-at-large; and (iii) the Executive Director or its designee. The Marketing Committee chair shall be elected by a majority of committee members. The Committee shall be responsible for advising and making recommendations to the Board in fulfillment of its duties and obligations regarding all marketing activities and issues, including but not limited to advertising, public relations and website activities.” - bylaws, Article 6, Section 6.1, (d) (iv)

**DATE:** WEDNESDAY, JANUARY 25, 2017

**TIME:** 10:00AM

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

**CALL-IN:** Visit Mendocino County, 390 W. Standley St., Ukiah CA 95482

*\*Please note: In accordance with 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 from or at the locations above.*

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

1. CALL TO ORDER  
   The meeting was called to order at 10:00AM
2. ROLL CALL  
   Susie Plocher, Cally Dym, Wendy Roberts, Jan Rodrigues (phone), Brent Haugen, Alison de Grassi, Vanlee Waters,   
   Guest: Lisa Garza-Hillman (Inkfish Design)
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 OF DECEMBER 12, 2016 MARKETING COMMITTEE MEETING  
   Susie motions to approve the minutes; Wendy seconds; unanimous
5. STRATEGIC PLAN UPDATE
   1. UPCOMING WORKSHOPS – JANUARY 30 & 31  
      Announcement of workshop locations, inland and coastal. Coast workshops will be held February 8 and 9. Wendy will attend the Feb 8 meeting and Susie the workshop on Feb 9. Attendees were selected by Brent as a representative sample of businesses, organizations, municipalities, government, lodging, etc. Brent will attend each of the meetings. Discussion about Coraggio Group presentation to the full board vs. a sample, and to the BID Advisory Board. The scheduled delivery date for the Coraggio Group final document is March 10, 2017.

MOTION: Recommendation to the Board to set a date for a full meeting of the Board and the BID Advisory Board for the Corragio Group to present current findings and confer; preference would be for that to happen at a special Board meeting between January 25 and March 14.

Wendy motions to approve; Susie seconds; unanimous

1. REVIEW 2017-18 PROPOSED MARKETING & PR BUDGET
   1. MARKETING & PR GOALS DISCUSSION  
      Projected income for 2017/18 is approximately $1.552 million; the current budget is $1.573 million. TOT is estimated at $400,000 through the end of December 2016. There is an estimated $75k potential carryover. Wendy requested the full draft working budget and an outline of the strategic plan to use in preparing the draft BID Advisory Board report, which will be presented to the full Board in early March and to the Board of Supervisors in early April.

MOTION: Susie motions to approve the proposed Marketing & PR budget as a working budget; Jan 2nds; motion carries

1. MARKETING AGENCY SEARCH, REVIEW OF FEES & FINAL RECOMMENDATION
   1. PROPOSED SCOPE OF WORK FOR MARKETING AGENCY

The agency cannot be contracted with a one-plus year term as the BID renewal has not occurred. Current fee proposal has $400,000 going to Mortar for the FY 2017/18, with $100,000 for 2016/17. The committee determined that they could not recommend moving forward without knowing what could be achieved for the amount of money outlined.

The committee went through a checklist of items that would be presented to Mortar (and TheorySF) to determine the scope of work to be achieved in the remainder of FY 2016/17 and the following FY.

MOTION: To direct staff to provide a Scope of Work for fiscal years 2017 & 2018 to Mortar and TheorySF for consideration by the Board with budget numbers of $100,000 (2017) and $350,000 (2018), subject to approval of the BID.

Wendy motions; Susie seconds; unanimous

1. UPDATE ON 2016/17 MARKETING BUDGET
   1. FUNDS USED OR CONTRACTED TO DATE

The Committee noted over 90% of the marketing budget has been committed or used.

* 1. MEDIA EXPENSES  
     Tabled for next meeting.
  2. MARKETING OPPORTUNITIES  
     The Committee reviewed the following advertising opportunities:
     1. VIA E-NEWSLETTER OPPORTUNITY  
        Alison noted obtaining a significant ($1,000) discount from the list price of $3,500. The e-newsletter ad could link to a couple of planned events – e,g. Wildflower Festival; wildflowers; birds.

MOTION to recommend to the Board to use $2,500 from the surplus for the VIA e-newsletter focusing on Mendocino and running in the March issue as the ad fits within the goals of reaching 240,000 visits to the website.

Wendy; Susie seconds; unanimous

* + 1. BAY AREA LIFE: <https://vimeo.com/user38965698/review/159844645/69d53d13d0>

The Committee directed Alison to find out more information, e.g., length of segment, number of times it will run, viewership whether the opportunity can be pushed to the next FY.

GIANTS YEARBOOK PROPOSAL

The Committee rejected this proposal.

1. RESULTS OF MARKETING PROGRAMS – SPECIFIC PROGRAM RESULTS  
   Brent is working on the final report
2. WEBSITE UPDATE  
   Alison noted that Roger Coryell (Brandhound) is working on a recommendation for a website refresh that will incorporate suggestions from the marketing companies' reviews and recommendations. It was estimated there is about $20,000 in the budget line item. Alison and Vanlee will work up a punch list for Roger.
3. CONSUMER E-NEWSLETTER FREQUENCY

Discussion of frequency. Every 21 days is optimal; for the winter/spring season the newsletter will be sent twice per month; Vanlee to assist Alison in this task.

1. MARKETING, SALES & COMMUNICATIONS SUMMIT UPDATE

The summit drew140 attendees. The cannabis forum was held in the morning; social media and sales went off focus veering to cannabis discussions. The consensus was that Visit CA had a flat presentation. The round table discussions were popular and one suggestion is to make more time for them in future summits. More lodging representation would be preferredBrent will provide a breakdown of attendees to the Board.

GAME update – Brendan is adding the Hidden Object Game to the Android and iOS app stores; once we have it on the website, it will be a focus in the next newsletter

1. FUTURE AGENDA ITEMS

Bay Area Life follow-up

Website

Video

**NEXT MEETING DATE**

**TENTATIVE: TUESDAY FEBRUARY 21, 2017 AT 10:00AM**

**ADJOURN: 1:20PM**