



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES**

DATE: Tuesday, May 4, 2021 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/88540929699?pwd=dEtoUE1oOWZoUVNWdG9KbjlyS2JkQT09>

*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 10:10 AM

2. ROLL CALL

Festival Committee	Attendance Status	Title
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Chair
Tom Liden (TL)	X Present <input type="checkbox"/> Absent	Member
Tom Yates (TY)	<input type="checkbox"/> Present X Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present X Absent	Member
Sharon Haag (SH)	X Present <input type="checkbox"/> Absent	Member
Margaret Pedroni (MP)	<input type="checkbox"/> Present X Absent	Member
Katrina Kessen (KK) 10:20AM	X Present <input type="checkbox"/> Absent	Member
Marketing Committee	Attendance Status	Title
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Member
Susie Plocher (SP) 10:55 AM	X Present <input type="checkbox"/> Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present X Absent	Member
Alyssum Weir (AW)	X Present <input type="checkbox"/> Absent	Member
Raakesh Patel (RP)	<input type="checkbox"/> Present X Absent	Member
Laura Cover (LC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Cally Dym (CD)	<input type="checkbox"/> Present X Absent	Member
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG) 10:18AM	X Present <input type="checkbox"/> Absent	Member
Staff Members	Attendance Status	Title
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Partner Relations & Communications

Introduction of Guests:

- Cate Hawthorne – Liquid Fusion 10:14 AM

3. CHAIR’S COMMENTS

- **FESTIVAL COMMITTEE CHAIR**
 - Looking forward to present what the sub-committee came up with
- **MARKETING COMMITTEE CHAIR**

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.

5. CONSENT AGENDA ITEMS Discussion Action Item

- 4.6.2021 Meeting Minutes 1st AW 2nd TL *Motion Carries*

6. ITEMS FOR REVIEW Discussion Action Items

- Festival Subcommittee Report – *See Attached*
 - BB: Include food, wine, beer, cannabis, merchants, arts and crafts, music food
 - Potential locations for anchor events: Emerald Sun, Alex Thomas Plaza, Fairgrounds
 - Dates: October 29-November 7
 - AW: Shade/cover for the sun/rain is something to take into consideration

- TL: You have hotels right next to Emerald Sun which makes it a great location
- BB: 10-day promotion opportunity to celebrate all businesses involved and this anchor event is a part of that
- TS: VMC will market the event and can assist putting the word out, but we can't plan the event ourselves.
- KK: We can help with the recruiting of restaurants and businesses
- AW: If VMC does the marketing and graphics and I am willing to assist with coordinating the artists
- TS: First weekend inland, second weekend coastal
- PR Report
 - Had multiple FAMs this past month
 - Conde Nast Traveler, Red Tricycle, Honeytrek are some of this past month's publications
 - Bringing back the beer trail under micro trips
- Room to Roam Update
 - Working on new creative for this month
 - Beer trail and micro trip
- Room to Roam Analytics – *See Attached*
 - 13.5k clicks and 1.57M impressions
- Social Media Updates/ Analytics – *See Attached*
 - 36.8k clicks and \$0.27 cpc
- Google Analytics – *See Attached*
- Booking Link – *See Attached*
- Wrap Up | What to Report to the BOD
 - Festival
 - Summarize concept for fall promotions and potential anchor event
 - Coastal sub-committee update
 - Marketing

7. FUTURE AGENDA ITEMS  Discussion

- **Festival Committee:**
- **Marketing Committee:**

8. NEXT MEETING DATE  Discussion

- **FESTIVAL TENTATIVE:** Tuesday, June 1, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, June 1, 2021 10AM

9. ADJOURN  Action 11:15 AM by TL