



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
MARKETING COMMITTEE MINUTES**

DATE: Tuesday July 10, 2018 **TIME:** 11:00AM
LOCATION: County of Mendocino Planning & Building Dept., 860 Bush Street, Ukiah CA 95482
County of Mendocino Planning & Building Dept., 120 W. Fir Street, Fort Bragg CA 95437

**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.*

I. CALL TO ORDER

11:02AM

II. ROLL CALL

Jan Rodriguez, Bernadette Byrne, Wendy Roberts, Cally Dym, Susie Plocher
Staff: Travis Scott, Alison de Grassi, Vanlee Waters

III. PUBLIC COMMENT –Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period

None

IV. APPROVE MINUTES: June 6, 2018

Jan Rodriguez moves, Wendy Roberts seconds; unanimous

V. THEORYSF:

a. BRAND LAUNCH CAMPAIGN COLLATERAL

Alison reported that the brand launch campaign will begin in the SF Bay Area on Monday July 16. She showed the committee the bus wraps and other collateral that will hit the streets. Jan raised the issue of Facebook posts and whether the content can be changed to include more “people doing things.” Alison will review with Brendan McGuigan, the Social Media Coordinator, on what types of posts are getting the most engagement and request a report on the top ten posts from the past six months.

b. WEBSITE SEARCH

Alison continues to follow up with TSF on the Search function capability and the reporting for stakeholders. Anecdotally, TSF reports Google Analytics show a huge increase in leads to properties. Benchmarks will need to be set to gather a reliable cohort of statistics.

c. END OF YEAR REVIEW

In brief, the Marketing Committee notes that goals for the year have been achieved: new brand for the organization; new website; reporting going in place; brand launch campaign.

VI. MUSHROOM FESTIVAL – RENAMING/REFOCUS UPDATE

The committee had a lively discussion about the names put forward by TSF for the Mushroom Festival rename. When polled, the members of the Festival Committee opted to keep the Mushroom, Wine & Beer Festival name. However, the Marketing Committee remains committed to a name change along with the refocus in types of events. Following

discussion, the committee voted for "Feast Mendocino" and then the topic moved to a tagline. "Eat, play, learn" and "Forage for Fun" were the final contenders that Alison would take to TSF for A/B market testing. She will find out the cost and timeframe.

N.B. Further to the idea of A/B testing, TSF reported a cost of \$1,000. The advice from TSF was that the tagline "eat, play, learn" was the most apt for the goals of the festival. Under the direction of ED Scott and Cally Dym, AdeG polled the committee members on the taglines with the winning tagline being "eat, play, learn."

NEXT MEETING DATE

Wednesday August 1, 2018 at 11:00AM

ADJOURN

11:58AM

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