



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Minutes

DATE: Wednesday, October 3, 2018 TIME: 11:00 AM

PLACE: 105 West Clay Street, Ukiah CA 95482

***CALL-IN LOCATION: 345 N. Franklin St, Fort Bragg CA 95437**

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

11:07 AM

II. ROLL CALL

a. Name	Attendance Status		Title
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Wendy Roberts (WR)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Jan Rodriguez (JR)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
John Dixon (JD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member (Joined at 11:14 AM)
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

b. Staff Member	Attendance Status		Title
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
Luz Harvey (LH)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Sales, Hospitality and Events Coordinator
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests
 Greg Lamer, Roederer Estates
 Vanlee Waters: Visit Mendocino; Tourism & Marketing Coordinator

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.
No more Almost Fringe Festival, now Spring Feast

V. APPROVE MINUTES: 8.01.2018 & 09.05.2018 Discussion Possible Action

08.01.2018 Minutes

SP moved for approval, KK 2nd, Committee approved

09.05.2018 Minutes

SP moved for approval, BB 2nd, Committee approved

(Note: 5/8 Committee Members in attendance at the time)

VI. Feast Mendocino Campaign and Website Presence Discussion

ADG - Landing page launched 10.02.2018 and sent out to 15,000 recipients (Consumer mailing list). Digital campaign targeting foodies to go out. Digital Banner to go out today (10.03.2018). Savor Mendocino with Eco Terra has 250 Tickets to sell. Mendocino Home Brew has 300 Tickets to sell. Russel is convinced we will sell out in the first 3-4 days and believes we may not need a billboard for the events.

(Note: AW - mentioned the campaign photo may look as though it has a warm glow of the sun may read as a wildfire in the background. ADG - suggested let's read the response with the launch and go from there.)

VII. Feast Mendocino (Winter Edition) update on Events from Luz; cook-Off Judges; Winter FEAST stakeholder confusion (internal PR campaign discussion) Discussion

- LH - Winter Feast / Crab, Wine, Beer. Is having a hard time finding "Learn" events. Sometimes it can be difficult to recruit inland but always looking for fresh ideas. Festival Committee did come up with several great ideas to follow up with. Please share any ideas you may have, if any come to you in the future.
- Stakeholder Confusion "Feast Mendocino" Title
 - Offer clarity Fall vs. Winter & now Spring (PR Needed)
 - ADG - sent press release to UDJ and Fort Bragg Advocate News 10.03.2018
 - BB - suggests visuals are very helpful. JD – very hard to follow the branding without the identifying "Fall/Winter/Spring" in the Logo. TS – should we can ad adoption to add to the branding? JD – the feed back is there, there is confusion, the Feast are season, it should say that. BB – identifying each (Feast). ADG – It's an educational process and will transition over time. TS – bringing awareness to all of the previous food events, they are falling under "Feast" not becoming.
- PR Campaign Discussion
 - LH – there is confusion with the signs showing "est." in 2018. JD – let's use this as our transitional year and use the feedback. BB – suggests updates to the website are an easy fix. JD – likes were this is going and that it's happening during out slow season. AW – would like us to add more generational photos. ADG – and diversity.

VIII. TOM 19 (Taste of Mendocino) Discussion

- Remove ☉(of)
 - KK – Rolling out of new brand Taste Mendocino? LH – Current one not going away, just being expanded. ADG – Keep it modern.
 - BB – Mendocino Wine Growers Host in SF @ Fort Mason. Very Popular location. Wealth of Mendocino Company, Tie this in with 04.27.2019 date. Make a PR Splash/Media Event in the city. KO suggests Thursdays are best. Have it be a Mini Taste Mendocino
 - Food/Wine/Media/Reception
 - Find your happy
 - Food/VW Bus/Small Taste/Cooking Demo/Create Buzz
 - Fort Mason/300 Ppl Venue 2019/ Go bigger in 2020 if needed

IX. Social Media Statistics YTD Discussion

See MCTC TOP Social Photos 2018 Report (Sept to Jan, 2018)

- ADG - Drive through tree biggest hits

X. PR Release Schedule; Reports YTD Discussion

See Visit Mendocino County Communications Report 2018/19

XI. Marketing Campaign Programs Going Forward Discussion

See Ionic Media Presentation

See Marketing Campaign Report

SP – Loves the Mendo-moments. ADG – Mom’s are one of our target audiences. JD – saw one of our wrapped busses. ADG – we have a lot of Sacramento visitors

Campaign to do’s

- 4 trains @ \$11,800/4weeks
 - Feast Mendocino/Winter
 - Feed Back – don’t wrap the windows
 - Do trains, no busses
 - GL – points out, legislations time is the best time (be there when there are be there) no the summer
 - Signs at bus stops are a good idea
- ADG – Bart Domination
 - We are not ready yet
 - \$200,000
 - Maybe 2020
- Committee like digital Platform signs
 - \$6,500, 4wks per unit
 - Smart move per cost
 - Time w/ Winter Feast
- Coordinate Campaigns
 - Facebook/Online/Other/All together
- JD – Lets brand the Season, not a one off

XII. ADD TO THE AGENDA

- RECOMMENDED MEDIA BUDGET
 - MAKE CHANGES W/ IN BUDGET PARAMETERS
 - \$400,000 ADVERTISING
 - (JD - Budget % spent vs Budget remain)

XII. NEXT MEETING DATE

November 7 @ 11:00 AM

XIII. ADJOURN

BB - moved for approval, JD - 2nd, Committee approved
12:50 PM