



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Minutes

DATE: Wednesday, December 5, 2018 TIME: 11:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482

*CALL-IN LOCATION: 345 North Franklin Street, Fort Bragg CA 95437, 1055 N State Street, Ukiah CA 95482

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

11:12 AM

II. ROLL CALL

Table with columns: a. Committee Members, Attendance Status, Title. Rows include Cally Dym (CD), Bernadette Byrne (BB), Susie Plocher (SP), Wendy Roberts (WR), Jan Rodriguez (JR), John Dixon (JD), Alyssum Weir (AW), b. Staff Members, and c. Introduction of Guests.

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.

V. APPROVE MINUTES 11.07.2018 [checked] Discussion [checked] Possible Action
BB made a motion for approval, AW 2nd, Roll call; All Yes: motion passed.

VI. Committee Member Updates [checked] Discussion [checked] Possible Action
a. Nomination of Jennifer Seward to committee
Tabled till January 2019
b. Member attendance

VII. Marketing plan and budget: December 10, 2018 through June 30, 2019 [checked] Discussion [checked] Possible Action
• Combo Ionic Media & MediaMatters WorldWide
o Media Plans w/ Campaign Budget
o MediaMatters WorldWide Breakdown

- Campaign Estimate
- Presentation

- Timeline for Rollout

TS – The marketing plan will 100% focus on brand awareness and we will have a Nelson study performed after the campaign to show how we've raised awareness.

ADG – we are going to work with Brenden to find Instagramers other popular media people/images to license their images, rather than spend time and money trying to recreate already popular images.

VIII. Rework of Feast Mendocino Branding Discussion Possible Action

TS – Fall Feast survey going out this afternoon to allow our stakeholders to give us feedback. In retrospect we know the loss of mushroom in the title took part of its identity away and will be adding it back in.

ADG – the Home Brew festival did really well. In the future we should put more muscle behind it to play/build it up.

IX. Crab Feast (~~Winter Feast~~) Discussion

- Updates
 - Wine Competition hosted at the Noyo Harbor Inn, (Friday) results announced at the Circle of Claws
 - Anchor event “Circle of Claws”, (Saturday) has sold out of its pre-sale* tickets
 - *has a limited count of first come-first serve tickets available at the gate
- Landing Page/Digital Campaign

X. Taste Mendocino Event (~~Taste of Mendocino~~) Discussion

- Dates: Small Ritzy Event April 25th, 2019 at The Battery, Big SF Event April 27th, 2019
- TheorySF is working on a tag line
- Logo has been selected to work with
- Spring Feast event tabled till 2020 (2019 planning/development)

XI. Gourmets on the Go Filming Discussion

IDEA/CONCEPT (TS/ADG)

- Cooking off the Grid
- Take the idea around the county, don't focus on just one chef
- 2-3 Chefs feast on the beach
- Develop into a You-Tube Channel
- Paid production of first video already 2017-18 fiscal year
- Book with TheorySF Crew
- Early Spring time (?)

XII. Whale Festivals Discussion

CD – Missing out on what it could be, had become focused around drinking and less about the whales and a family friendly experience. JB – brings in funding for the Chamber. TS – work with other to come up with ways to augment what it currently is to make it more family friendly and refocus it on the whales, build up/on the event? KK – need other fun things to do with the kids. WR – the film festival do a showing? (Ideas needed)

Falls first 3 weekends of March

XIII. FUTURE AGENDA ITEMS Discussion

XIV. NEXT MEETING DATE Discussion

DATE: Wednesday, January 9, 2019, 2018 TIME: 11:00 AM
 PLACE: 105 W. Clay Street, Ukiah CA 95482
 CALL IN: 345 North Franklin Street, Fort Bragg CA 95437

XV. ADJOURN Action

BB made a motion, adjourned at 12:38 PM