

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

**DATE:** Tuesday, May 2, 2017 **TIME:** 10:00AM

**LOCATION:** Visit Mendocino County, 390 W. Standley St, Ukiah CA 95482

**CALL-IN:** Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437

1. CALL TO ORDER  
   10:04AM
2. ROLL CALL  
   Cally Dym, Wendy Roberts, Bernadette Byrne, John Dixon (10:23AM); Alan Humason, Alison de Grassi, Vanlee Waters  
   Guests: Jennifer Seward, Jo Bradley, Jitu Ishwar (10:59AM), Russell Quinan (TSF), Chip Sheean (TSF)
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*  
   No public comment
4. APPROVAL OF MINUTES OF APRIL 4, 2017 MARKETING COMMITTEE MEETING  
   Wendy motions to approve the minutes; Bernadette seconds; unanimous.
5. MARKETING & PR BUDGET UPDATES

The Board approved Alan to go through the budget for the BID Advisory Report. Alan revisited revenue assumptions and made some other line item adjustments. The BID Advisory Report is now complete and will be presented to the Board of Supervisors on May 16, 2017. Alison updated the Committee on recent media visits from domestic and international writers.

1. CROWDRIFF DEMO (30 MINS)  
   Courtney Ristow from CrowdRiff led participants through a demo of this User-generated Content website application. The app users Instagram and other social media channels to funnel content to the user’s website to promote user interaction. One of the major goals of incorporating such an app for VMC is to improve website metrics. The question was raised about what happens to content if the license is cancelled. VMC’s own content or content for which it had acquired rights would remain; photos generated from social media would go. The link to the demo is: <https://preview.crowdriff.com/destination/4811de1ddbbe>. The TSF team will inquire as to similar apps and other options for recommendation. The Committee agreed to revisit the topic in a future meeting.
2. THEORYSF: STRATEGIC PLATFORM PRESENTATION   
   The TSF team has done a deep dive into the county, interviewing Board members, business leaders, and visitors throughout the county. They’ve also conducted on-the-street intercepts in San Francisco. Their overwhelming conclusion is the enormous lack of awareness about Mendocino County.   
   The TSF team walked participants through their presentation, which is available for review upon request. Their research shows that the prime visitor audience are Gen-Xers and Millennials. Boomers will continue to visit. The younger target audience will either be couples or families.   
   The TSF team presented 8 marketing platforms. Following discussion, the committee agreed that TSF should conduct a phone survey with target audiences using all 8 of the platform phrases to determine the top 3. They will begin this research on Thursday May 4 and communicate the results to Alison on Friday May 5.   
   The Committee then agreed to a phone meeting to discuss the results on Monday May 8 at 11:00AM. Alison will notice the meeting accordingly.

**NEXT MEETING DATE**

Monday May 8 2017 at 11:00AM

**ADJOURN**

2:21PM

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