

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

*“The Marketing Committee shall be composed of a maximum of seven (7) voting members as follows: (i) one (1) Director of the Corporation; (ii) six (6) members-at-large; and (iii) the Executive Director or its designee. The Marketing Committee chair shall be elected by a majority of committee members. The Committee shall be responsible for advising and making recommendations to the Board in fulfillment of its duties and obligations regarding all marketing activities and issues, including but not limited to advertising, public relations and website activities.” - bylaws, Article 6, Section 6.1, (d) (iv)*

**DATE:** Monday, May 8, 2017 **TIME:** 11:00AM

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

**CALL-IN: Dial-in Number: United States (712) 770-4700**

**Access Code: 713704**

1. CALL TO ORDER  
   11:07AM
2. ROLL CALL  
   Alison de Grassi, Bernadette Byrne, Cally Dym, Alan Humason, Wendy Roberts, Jan Rodriguez, John Dixon, Vanlee Waters  
   Guests: Russell Quinan (TSF), Jo Bradley
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. THEORYSF: RESEARCH RESULTS AND RECOMMENDATIONS  
   Russell presented the results of their ongoing platform market research. The research kills two birds with one stone: estimate for the awareness study proposal was $7k but were able to include the awareness study into the platform study for less than $1k. Essential that we understand target audiences for the study, which are Millennials and Gen-Xers all over California. At time of meeting, the study was 60% completed with over 600 individual responses. Since this is a significant statistical sample size, TSF can extrapolate the final results with confidence.   
     
   Study questions and results:
   1. Have you ever experienced a weekend getaway? 78.4% yes, 21.6% no. Will review results once they are all in.
   2. When thinking about a weekend getaway in N. CA. what comes to mind? SF, Napa, Tahoe, Monterey, Santa Cruz, etc. Only one or two for Mendocino. Unaided awareness is very low. Not top of mind.
   3. Have you ever heard of Mendocino County in N. CA? 55.8% have heard of the county. 44.2% have not heard.
   4. If you heard, what do you know… see word cloud attached below.
   5. PastedGraphic-1.tiffBig question: Please rank the following tag lines….
      1. CA unplugged (3)
      2. Wander boldly (5)
      3. Find your happy (1)
      4. Different, naturally (2)
      5. Peace (4)
      6. Let’s get real (6)

(numbers in parens indicate position)

* 1. #1 for both Gen Xers and Millennials is “Feel Your Happy”; clear winner 2.85%, 3.15%, 3.19%
  2. Find Your Happy should be available to trademark – current use is limited to online education; entertainment.
  3. “Different, naturally” is also available
  4. Use one marketing platform only with broad positioning; the complete tagline will also have “Mendocino” or “Mendocino County”
  5. Gen-Xers have heard about Mendocino County more. The county has a big awareness problem, which means VMC needs to advertise and update the website. With current budget we can’t necessarily solve awareness issue straight on; separate budget line item to increase awareness. Do better job of selling website experiences.

1. The Committee needs to recommend “Find Your Happy” to the Board. Per the Strategic Plan, the tagline will amplify the Mendo Cty experience=Find Your Happy.  
   Russell will drive up on Wednesday to attend the Board meeting.

**NEXT MEETING DATE**

June 6, 2017 at 11:00AM in Fort Bragg

**ADJOURN**11:48AM