

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

**DATE:** Wednesday October 4, 2017 **TIME:** 11:00AM

**LOCATION:** Visit Mendocino County, 345 N. Franklin St, Fort Bragg, CA 95437

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

101 Gregory Lane, Willits CA 95490

**CALL-IN:** Please join my meeting from your computer, tablet or smartphone.

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*\*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.*

1. CALL TO ORDER  
   The meeting was called to order at 11AM.
2. ROLL CALL  
   Bernadette Byrne, Susie Plocher, Cally Dym, John Dixon, Jan Rodriguez, Alan Humason, Alison de Grassi, Richard Strom, Kathy Chacon, Luz Harvey
3. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*  
   No public comment.
4. APPROVE MINUTES: September 13, 2017  
   Susie motions to approve; Bernie seconds; unanimous
5. THEORYSF: FINAL CREATIVE UPDATE PRESENTATION  
   Alan and Alison present the comps prepared by TheorySF for presentation to the Board. Point out coordinates showing these are real places in the county where visitors can experience the activities depicted in the visuals. The comps are not final creative, which will be manipulated to be as visually stunning as possible. The committee went on to discuss itineraries, which will be part of the new website. In addition, discussion regarding a monthly drone video that will be used in the consumer newsletter, on FB, and, eventually, online.  
   Action item: The Marketing Committee motions to recommend final proof of concept to the Board.  
   John motions to approve; Susie seconds; unanimous
6. MARKETING PROGRAMS UPDATE: FAMILY TRAVEL WITH COLLEEN KELLY  
   Alison updated the committee on the final itinerary for the three-day film shoot October 6-8, with three talent and a crew (10 people total). The itinerary will take the crew throughout the county exploring family-friendly things to do and see.
7. MARKETING FOR FESTIVALS: VISITOR SERVICES  
   The idea is that VMC will partner with high-profile festivals and events to raise VMC’s visibility at those events e.g., Kate Wolf festival, etc. Ensure these types of events are highlighted on the VMC website and are marketed via consumer newsletter. Contact event/festival planners and create reciprocal links. Issue will be raised at the next Visitor Services Committee meeting.

**NEXT MEETING DATE**

Wednesday November 8, 2017 at 11AM in Ukiah

**ADJOURN**

12:07PM