

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

**DATE:** Wednesday February 7, 2018 **TIME:** 11:00AM

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

1. CALL TO ORDER  
   11:04AM
2. ROLL CALL  
   Bernadette Byrne; John Dixon; Cally Dym; Jan Rodriguez; Wendy Roberts; Susie Plocher (phone)  
   Alison de Grassi; Richard Cooper; Vanlee Waters  
   Russell Quinan; Chip Sheean
3. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*Cally suggests moving items around in the agenda so TheorySF can leave once their items have been presented.
4. APPROVE MINUTES: December 6, 2017  
   Bernadette motions; Wendy seconds. Unanimous.
5. THEORYSF:
   1. WEBSITE PROGRESS UPDATE  
      The website is deep in coding. The development team is implementing the creative elements and the process is going well. One snag they’ve hit is lines of code embedded in the blogs (this is partly due to the number of plug-ins contained on the site). The blog posts will become the new “Mendo Moments.”   
      The team did a data download from the current site to populate the new site. The Brandhound team is conducting a check of lodging properties for accuracy of information and making the appropriate changes on the current site. All new/updated data will be imported to the new site.  
      The team estimates about 10 days (February 17 or so) to the first look of the site.  
      timeline for completion; about 10 days to first look.
   2. CRAB, WINE & BEER FESTIVAL MARKETING CAMPAIGN MARKETING RESULTS  
      The campaign was very successful in terms of marketing effort. The first digital promotion was for the Mushroom Festival, which ran into problems due to a degraded landing page. For the Crab Festival, TSF ran an targeted psychographic and demographic online effort.   
      The average click-through rate for this type of campaign is 1/10 of 1%. The CTR for the crab campaign was 10% with the worst performing digital banner at 2%. The targeted ad buy was 17 cents per click. The campaign’s positioning for festival attendance brought 70,000 people to the site with 922,000 impressions (SF and Sacramento); 9.97% clickthrough on large creative; 2% on smaller digital. 7% conversion ratio; cost per activity $2. Brought viewers in at 17 cents each. This compares very favorably with the Mushroom campaign which had .0003% conversions ($47 each).  
      In order for stakeholder businesses to see the results of conversions, a suggestion was made for stakeholders to install a tracking pixel on their own sites. One downside is that those who don’t market well won’t be able to convert the visitors.  
        
      VMC needs to conduct educational outreach to partners on the importance of having an up-to-date website and provide information on opportunities partners can take advantage of to be featured on the new site, either with a paid placement or by being listed under lodging specials.
   3. MARKETING PROMOTION GOING FORWARD  
      Awareness of Mendocino is low among Millennials. The word cloud produced from research in summer 2017 shows this. The successful digital campaign proves that we can target the right people. To promote the brand, we need a targeted and effective brand campaign to raise unaided awareness of the county as a destination. This means getting creative out into the marketplace.   
        
      We will conduct follow-up promotion featuring the key and orange tag, e.g., quests around the county. Find the key somewhere and win a package.  
        
      The creative team has designed a form of the CandyLand game: HappyLand, which can be used as a secondary promotion. John Dixon comments that in his attendance at the CABBI conference recently, he learned that currently, experiential travel is key. Other marketing items include billboards, bus wraps, transit advertising, etc.  
        
      VMC will also redo internal outreach materials to reflect new site/branding.
   4. PROMO VIDEOS AND PHOTOGRAPHY ASSETS  
      $50k of the current marketing budget is earmarked for video/photography. The new site will contain ambient videos on the home page. The committee discussed timing in light of the good weather. Russell and Alison will collaborate on a Top Ten spots to film list. Another item on the list is to create social videos for sharing: **how to Mendocino** e.g., how to watch a sunset; how to eat a crab; how to paddle a canoe, etc. The committee also touched on using the videos to create a sharable app along the lines of the “Calm” app.
6. REAL GOODS REIMAGINATION  
   Alison described her conversations with John Schaeffer and brainstorm session to figure out a new way forward for the Real Goods campus. One idea is that VMC would be a travel concierge in newly refurbished space with a dedicated computer for the website and a knowledgeable person to guide some of the over 200,000 current visitors to the Solar Living Center.  
   The current Ukiah office offers nothing to visitors and Hopland is gearing up to be a gateway for the county.  
   The committee discussed the ramifications among inland community if the office in Ukiah closed. It could be presented as a benefit and not a detriment offering guided visitation to the Inspiration Highway. The committee agreed that it’s important to have office inland but should the opportunity arise, we should turn office into a marketing asset.   
     
   The committee discussed the targeted use of geofencing from Healdsburg to Laytonvill to help promote inland as a destination.
7. QUARTERLY REPORT OUTLINE AND FLOW  
   Cally presented the committee with the Board’s reaction to the quarterly report and the fact that it’s not a report that’s required by the BID Advisory Plan. Cally intends to bring the draft report before the Board at their next regular meeting to get a motion to approve the format and not the content.  
   The committee reviewed the draft and made suggestions that Alison will implement. Wendy suggested adding industry standards where we have them
8. MARKETING & PR BUDGET  
   The committee reviewed the fiscal year budget YTD through Jan 31, 2018 as well as Alan’s preliminary numbers for the BID budget

The committee discusssed the surplus and how that money may be used. The question was posed as to whether VMC needs a BoS approval to use the surplus. Richard will find out. The committee is unaware of the exact surplus number.

The committee also discussed the potential for putting some programs on hold for the next fiscal year in order to concentrate funds on marketing and raising awareness of the county as a tourism destination. This should be the #1 goal.

The committee agreed that the organization can commit to spending money but not necessarily spend within the current FY.

Russell will prepare three different tiers for marketing promotion with differing dollar amounts. A digital presence should be continuous.

1. BRANDING GUIDELINES AND CONSISTENCY  
   Cally led the discussion about branding and the fact that staff needs to be reminded that branding is a marketing tool and should be consistent.  
   Lisa Garza-Hillman will create an assets folder for guidelines and files.   
   All collateral should go to the Marketing & Communications Coordinator and Executive Director before being finalized. Richard C. will communicate this to staff.
2. DATA DASHBOARD  
   Alison suggested the information should include engagement for Social Media as that’s a more important measurement than number of Likes. Alison gave the committee the background on the rise in the number of hits for October/November, which were due to wildfire coverage. The committee suggested using the dashboard as a supporting document for quarterly report.  
   Alison will continue to compile the data for historic reasons but not add to the board report any longer.
3. SWAG FOR MEDIA  
   Alison and Richard S. have ordered: 5,000 key fobs; 250 wine stoppers; 250 shot glasses; 250 vanity bags. John Dixon and others expressed interest in stocking VMC items in their own retails outlets.
4. TRADE SHOWS  
   Alison brought the committee up to date on a couple of trade shows in 2018. She recommended that a VMC rep attend the IPW media day in Denver in May and that she (or another) should attend the annual Cal Travel Summit in June. The committee agreed these were worth attending. Alison will find details for IPW and sign up for Cal Travel.

**NEXT MEETING DATE**March 7 Fort Bragg at 11AM

**ADJOURN**

3:04PM