



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

"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: October 19, 2016

TIME: 11:00AM

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

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

CALL-IN: (712) 770-4700 **ACCESS CODE:** 713704

*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
- II. ROLL CALL
- III. 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*
- IV. APPROVAL OF MINUTES FROM AUGUST 17, 2016 MEETING
- V. DCI & PR UPDATE
- VI. REVIEW MARKETING PROGRAMS TO DATE; COSTS; RESULTS
- VII. UPCOMING MARKETING PROGRAMS
- VIII. PROPOSED MARKETING PROGRAM: COMCAST
- IX. TEMPORARY CONTRACT MARKETING ASSISTANCE
Proposal from Lisa Campolomi

- X. METRICS TO MEASURE MARKETING EFFORTS: WEBSITE, GEO-FENCING, SOCIAL MEDIA, HIDDEN OBJECT GAME
- XI. NEXT STEPS TO CONVERT LEADS: VACATIONFUN, MOTHER JONES, DIRECT MAIL
- XII. RELATIONSHIP WITH DESTINATION ORGANIZATIONS
 - A. Marketing & Communications Summit
- XIII. UPDATE ON VIDEO SHOOT
- XIV. HIRING OF MARKETING AGENCY
 - A. Discuss the gaps and organizational need for a professional agency
- XV. REBRANDING DISCUSSION
- XVI. ACTION ITEMS
- XVII. FUTURE AGENDA ITEMS

NEXT MEETING DATE

ADJOURN