

**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:** TUESDAY FEBRUARY 21, 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

*\*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.*

The meeting will be hold on GoToMeeting.com. Please access the meeting at:  
**[https://global.gotomeeting.com/join/831700669](https://global.gotomeeting.com/join/831700669" \t "_blank)**  
  
**CALL-IN:** 1 (408) 650-3123  **ACCESS CODE**: 831-700-669

1. CALL TO ORDER  
   The meeting was called to order at 10:00AM
2. ROLL CALL  
   Fort Bragg: Cally Dym, Susie Plocher, Wendy Roberts. Staff: Brent Haugen, Vanlee Waters  
   Ukiah: Bernadette Byrne. Staff: Alison de Grassi
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*   
   Short discusssion regarding the BID Advisory Report and progress on Quarterly Report; Alison is missing Richard’s sales information only on the latter.
4. APPROVAL OF MINUTES OF JANUARY 25, 2017 MARKETING COMMITTEE MEETING  
   Wendy motions to approve the minutes; Susie seconds; unanimous
5. MARKETING COMPANY

* [Marketing Company SOW](http://mendocinotourism.org/wp-content/uploads/VMC-Scope-of-Work_DRAFT.pdf)
* [Mortar MOU](http://mendocinotourism.org/wp-content/uploads/2016_17-VMC-MOU-207170108-0001.pdf)
* [TheorySF MOU](http://mendocinotourism.org/wp-content/uploads/MCTC-Memo-2016-2017-1.pdf)
* [Proposed Marketing Budget](http://mendocinotourism.org/wp-content/uploads/2017-18-Proposed-Marketing-Working-PR-Budget.pdf)

Discussion of marketing company presentations: Four companies were selected to present to the Marketing Committee. The top two were Mortar and TheorySF. The Committee had directed the ED to ask the top two to create a Scope of Work for 2016/17 and budget for 2017/18. Both companies delivered within the required timeline. Mortar was initially under the mistaken impression that MCTC’s marketing budget was $1.2 million.   
The chair requested each committee member to state their preference:

* Susie – TheorySF
* Wendy – TheorySF (can they do it; will they do it; can we stand them while they do it)
* BB – TheorySF; budget item with Mortar is red flad
* Alison – TheorySF; first choice Mortar but budget issue
* Vanlee – TheorySF
* Brent – either would do a good job; Mortar has a maturity to their approach

Comment from Alison: In order for good communications, each team to establish a single point of contact through whom communications will flow. Important to establish timeline for deliverables.

**MOTION:** By prior authority of the Board, the Marketing Committee motions to authorize Brent to sign a contract with TheorySF for this fiscal year, 2016/17.

Susie motions to approve; Bernadette seconds; unanimous.

1. WEBSITE UPDATE PROPOSAL   
   The committee discussed the proposal from Brandhound outlining updates to the technology and content for the VMC website. Brent raised the issue of the proposed marketing company update to branding advising that waiting would be judicious. Due to the lack of updates, the site is in need of, at the least, a technology upgrade. Following discussion, the committee agreed to:  
   **MOTION:** Authorize Alison to work with Brandhound to implement technology, community pages, and content updates to the VMC website.  
   Wendy motions to approve; Bernadette seconds; unanimous
2. UPDATE ON HIDDEN OBJECT GAME: LAUNCH DATE & PUBLICITY  
   Alison informed the committee that the game is now available for download on both the iOS and Android app stores. The plan is to announce the free download on Facebook, consumer newsletter, and on the website. Alison will submit to mashable.com.
3. WINE, WAVES, WILDERNESS RENEWAL  
   Committee discussion of the registration of the phrase “Wine, Waves, Wilderness.” MCTC attorney of record, Jennifer O’Brien will charge $1,000 or less plus registration fees to trademark the phrase.  
   The committee made a:  
   **MOTION**: To direct counsel for MCTC to trademark “Wine, Waves, Wilderness,” “Visit Mendocino,” and “Visit Mendocino County.”
4. WIREWALKER STUDIOS FINAL CUT  
   Wendy opined the video is more of a social consciousness piece than documentary. The committee was advised that the form followed the proposal presented to the Marketing Committee. GayTravel will distribute the video on their site to reach the appropriate audience. The video will not be uploaded to the VMC YouTube channel.  
   **MOTION:** To approve the release of the video for use.  
   Bernadette motions; Wendy seconds; unanimous
5. AVWA ADVERTISING SPONSORSHIP  
   Discussion of request from AVWA for funds to support their advertising efforts. Following discussion, the committee agreed to consider reviewing sponsorship/grant policy until next fiscal year.
6. MARKETING ANGLE: ADVENTURE RACES IN MENDOCINO COUNTY  
   Alison reported on an uptick in experiential adventure events in the county: Bike Monkey’s first bike race in March; the potential for a large event inland next FY; ultra-marathon.
7. CC MEDIA – STATUS OF CONTRACT; TERMINATION DATE  
   Contract ends at the end of the current fiscal year. Sixty days notice is required.  
   **MOTION**: To direct Brent to notify CC Media in writing that their contract will terminate at the end of this fiscal year and will not be renewed.  
   Susie motions; Bernadette seconds; unanimous.
8. ADVERTISING PROPOSALS:

* UPDATE ON BAY AREA LIFE CAMPAIGN (documents and links provided)  
  30-minute program
  + Maui:  <http://abc7news.com/travel/get-outta-town--maui/1163247/>
  + OC:  <http://abc7news.com/travel/get-outta-town-orange-county/1319437/>

5-minute segment:

* + Visit Santa Rosa Bay Area LIFE segment:
  + <https://vimeo.com/202466312>
  + password: kgotv
* KANE BROWN PRODUCT PLACEMENT PROPOSAL

The committee recommended moving forward with the Bay Area Live promotion with target production timeframe of September/October.   
The committee rejected the Kane Brown proposal.

1. RESULTS OF MARKETING PROGRAM CAMPAIGNS  
   Brent led the committee through the Marketing Campaigns report explaining the results in each marketing category. The committee agreed the VIA magazine ad was a good buy and good for leads. Homeaway had disappointing results. The most successful campaigns and future recommendations include: DogTrekker; VIA, Sunset, Geo-fencing, TripAdvisor, Google AdWords; BANG (print only); Alaska Airlines.  
   Discussion of Mushroom Festival and whether to expand for entire month of November and to corral events in “corridors.”
2. KOLI COMMUNICATIONS 2017-18 PROPOSAL  
   Following discussion of the Koli Communications proposal and an overestimation of stated fees:  
   **MOTION**: To direct the Executive Director to prepare a contract with Koli Communications in the amount of $80,000 with $20,000 opportunistic funds as a Public Relations budget line item. The contract renewal is contingent on the BID.  
   Wendy motions; Bernadette seconds; unanimous.
3. DOGTREKKER 2017/18 PROPOSAL  
   **MOTION:** To recommend DogTrekker be included in the 2017/18 budget contingent on approval of the BID.  
   Bernadette motions; Susie seconds; unanimous.
4. FUTURE AGENDA ITEMS

* Promotion of different corridors
* Marketing Agency
* Marketing Budget

**NEXT MEETING DATE**

March 7, 2017

**ADJOURN**

12:06PM