

**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**MARKETING COMMITTEE MINUTES**

**DATE:** Wednesday,November 16, 2016

**TIME:** 9:00AM

**PLACE:** Little River Inn,  7901 Hwy 1, Little River, CA 95456

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

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

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

1. CALL TO ORDER  
   The meeting was called to order at 9:03AM
2. ROLL CALL   
   Susie Plocher, Cally Dym, Wendy Roberts, Brent Haugen, Alison de Grassi, Richard Strom, Vanlee Waters
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*
4. APPROVAL OF MINUTES FROM JULY 20, AUGUST 17 & OCTOBER 19, 2016 MEETINGS  
   Susie motions to approve the minutes; Cally seconds; unanimous
5. MARKETING BUDGET UPDATE; PR EXPENSES TO DATE  
   Brent reviewed the budget with the committee; spend vs. income and how much is surplus. The approximate $50k reserve is for all expenses not just for marketing. The FAM line item for media travel expenses is $1,731 to date with $10k in the budget. VMC has the green light to invite a group Canadian FAM for April 2017.  
   PR only spent $1731 vs $10k in budget so can invite Canadian group fam
6. MARKETING & COMMUNICATIONS SUMMIT DATES & PLANNING  
   Originally set for November, the summit will now be held on January 9 following discussion of optimal date. Invitations to be extended to partners, stakeholders, Chambers of Commerce, Visit California and others. Format will include tabletop discussions about the "hot" items for the travel and hospitality industries in Mendocino County e.g., social media, website content, marketing tips, public relations tips, travel trends, etc. To include four discussion topics running for 15 minutes; two for 30 minutes. VMC to send out email on listserv to all invitees. The event will be at no cost except for lunch, which attendees pay for.   
   Cally raised a point about political issues in terms of a summit. Wendy questioned whether there is a perceived need for a summit; to which Brent responded, yes, to a degree. He will ask booking.com to attend; also raised the idea of inviting tourmappers.com.   
   Cally would like to have a workshop on FITs and how more lodging in the county can take advantage of Richard's role with the organization and NCTC.   
   Brent will invite Koleen Hamblin and Heather Noll to discuss public relations.  
   Brent will also develop a budget for the summit.
7. ORANGE COUNTY DIGITAL CAMPAIGN: http://thetravelvertical.com/2016/11/09/orangecounty/  
   Discussion centered around Orange County's current digital campaign aimed at the San Francisco Bay Area market. Vanlee discussed metrics for this different destination. Combat the campaign by ensuring VMC campaigns are effective in the market and differentiate our destination.   
   VMC needs to lay the groundwork with opportunities and partnerships such as Sonoma County and Humboldt and Lake Counties.   
   VMC can be more diligent about making sure partners/stakeholders receive print collateral and to send out to their customers in an effort to keep Mendocino County in the conversation.
8. CANNABIS TOURISM MARKETING  
   The Board will have a cannabis tourism plan on their next agenda that they will review at their next meeting. Brent mentioned an article just posted in Sunset magazine (online?). Brent will send. The Committee is aware that the state has approved cannabis for recreational use. The county BoS is working on a plan to be released in the near future.  
     
   Discussion re blog on cannabis tourism; pot tours; partnerships with Emerald Triangle. Alison will check on whether the Yes on AF group will continue to pursue cannabis AVAs. To promote cannabis tourism will need approval from lodging and the BoS. Promotion would be mostly to existing and future cannabis websites.
9. VIDEO SHOOT UPDATE  
   Alison updated the committee on the video shoot. At this time, the video is less about Mendocino County than about the two actors. Discussions are ongoing with the production team to refocus the footage. The actors will be paid a fee but not until signed releases have been received and the film is moving in the right direction. Possibility of doing two cuts - one for more mainstream audience and one for LGBTQ.
10. FAMILY TRAVEL WITH COLLEEN KELLY PBS SHOW PROPOSAL  
    Alison received a proposal from Family Travel with Colleen Kelly, an independent producer whose travel shows are licensed to over 340 PBS stations throughout the US. The show's format is for Colleen to take a trip with young family members and film their stay at a destination. Colleen is scouting for new and exciting locations for Season 5, which will air in 2018. After a phone conversation with Alison who described many of the family-friendly locations in Mendocino County, Colleen is excited to pursue the county as a featured destination. The original price offered was $35,000 but Alison got the cost down to $30,000. Colleen would film over 4 days, bring crew, cast, etc.   
    The series runs for two years and is dubbed into Spanish thus reaching a new market. The proposal is attached and included as part of these minutes.  
    Discussion: Amount of money left in the Marketing budget is $19,000 (+/-), thus not enough to cover the cost of the program. Brent suggested bringing in partners to help allay the cost but VMC can't promise footage in return for investment.  
    Motion: Wendy motions that the Proposal be taken to the Board for discussion. Susie seconds. Motion passes unanimously.
11. M IS FOR MENDOCINO PROPOSAL  
    Richard's proposal regarding partnership with Toronto-based clothing chain. Tabled until further information is available.
12. MARKETING & PR REPORTS
    1. DATA DASHBOARD
    2. SEO REPORT
    3. PR REPORT  
       The Committee reviewed all reports provided by VMC. Data dashboard shows a slow rise in website visitation. The comprehensive SEO report demonstrates that the website and social media arms are performing at or above par with other similar DMOs. PR is outstanding with better than expected YTD results.

**NEXT MEETING DATE  
To be determined by Doodle poll**

**ADJOURN**

**10:42AM**

**FUTURE AGENDA ITEM**

Media expenses

Cannabis tourism based on Board's decision