

VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, December 12, 2024, starting at 2:00 PM

PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482
and

Mar Vista Farm and Cottages: 35101 Hwy 1, Gualala, CA 95445

- **CALL TO ORDER 2:00 PM**

- **ROLL CALL**

BOARD MEMBERS	ATTENDANCE	TITLE
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	CHAIR Food & Beverage
Cab Boettcher (CB)	X Present <input type="checkbox"/> Absent	VICE CHAIR Large Lodging Operator; Coastal
Tawny MacMillan (TM)	X Present <input type="checkbox"/> Absent	SECRETARY Regional Promotional; Coastal
Kasie Gray (KG) Zoom	X Present <input type="checkbox"/> Absent	TREASURER , Regional Promotional; Inland
Katrina Kessen (KK)	<input type="checkbox"/> Present X Absent	At Large
Elizabeth Cameron (EC)	<input type="checkbox"/> Present X Absent	Arts Organization/Attractions
Raakesh Patel (RP)	<input type="checkbox"/> Present X Absent	Large Lodging Operator; Inland
Ian Roth (IR) Zoom	X Present <input type="checkbox"/> Absent	Medium Lodging Operator; Coastal
Alina Reyes (AR)	X Present <input type="checkbox"/> Absent	Small Lodging Operator
Julie Golden (JG)	X Present <input type="checkbox"/> Absent	Winery/Winegrower
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator

STAFF/CONTRACTORS:	ATTENDANCE	TITLE
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Executive Director
Kathy Janes (KJ)	X Present <input type="checkbox"/> Absent	Executive Support Specialist
Lisa Batson (LB)	X Present <input type="checkbox"/> Absent	Marketing & Sales Manager
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Partner Relations & Communications Manager
Mckenzie Mclain (MM)	X Present <input type="checkbox"/> Absent	Marketing & Communications Coordinator
Janis MacDonald (JM)	X Present <input type="checkbox"/> Absent	Festival Coordinator
Jennifer Seward (JS)	<input type="checkbox"/> Present X Absent	Development Manager

INTRODUCTION OF GUESTS:

STAFF MEMBERS PRESENT:

- **PUBLIC COMMENT ON NON-AGENDA ITEMS**

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

- **CONSENT AGENDA ITEMS Discussion Possible Action**

The Consent Agenda is considered routine and non-controversial and will be acted upon by the MCTC Board at one time without discussion. Any MCTC Board member may request that any item be removed from the Consent Agenda for individual consideration.

- Meeting Minutes: 10/10/24 | **See Attachment | Approve**
KG 1st and JG 2nd Motion Carries

- **MARKETING COMMITTEE UPDATE Discussion Possible Action**

- MARKETING CHAIR COMMENTS:
- Festival(s) Update

JM: Working on the winter campaign. I'm gearing up for the Sparkling Wine event in Saracina. Working on the Crab Cake cook-off as well. General admission is now sold out. Also, we have the cioppino feed going on as well.

- **Holiday Promotions**

RJ: We have had these up and running, and the team has been thinking a year ahead by gaining assets for festival events.

- **PR Report | *See Attachment***

JPC: We have had a lot of success so far. As of the end of November, we have had 22 fam visits and 580 hits which exceeds the goal. Familiarization Program

11/16 Alidays Agent Group – 10 media guests had dinner with Janis & Jamie. They'd like to be first travel group to promote travel to Mendocino County / Fly-Drive to

N. CA (beyond SF) 11/20-23 Mariia Ponomaryova/Influencer (from Nicholson House partnership; activities/dinner only)

12/5 Laura Stec/Freelance (added activities only)

12/10-13 Annette White/Influencer

1/30-2/1 Diane Worthington – Crab Cake Cook-Off Media Judge

1/30-2/1 Shoshi Parks – Crab Cake Cook-Off Media Judge

1/30-2/1 Garrick Ramirez – Crab Cake Cook-Off Media Judge

Key Placements

Food & Wine

San Jose Mercury News/Bay Area News Group – Hwy 128

Jeremy Austin - Influencer

NBCLosAngeles

NBCSanDiego

SF Gate

Travel + Leisure Español

Media Relations/Releases

Date Name Status

November SATW Hot Sheet Completed

December Seafood & Sips Draft

January Rooms w/a View Pending (and Locally Sourced/Farm Tours by Appt)

Trade Shows/Media Missions Society of American Travel Writers/follow up (good connections, we'll see what shakes out)

NEW

- **DogTrekker DogCation Report | *See Attachment***

LB: He partnered with local businesses for a drawing for people to receive a dogcation. Attached is a report that we get from Dave at Dog Trekker, who does a promotion Annually called DogCation. Dave, the owner, has partnered with Beachcomber Hotel and the Skunk Train, has a sign-up on his website and social media ads, and then does a drawing for the "Location." This campaign had over 130k impressions.

- **Programmatic Analytics | *See Attachment***

LB: We had about 12.9k clicks and 742k impressions at an average \$.19 Per Click

We worked with Brendan to rebuild out google ads, which gave us 10k more clicks than last month, it is a very competitive landscape

- **Social Media Analytics | *See Attachment***

LB: November Social Generated about 2.3M impressions, 5.4k engagements

We ran the Magic is Real Meta Campaign

Holiday Campaign, which is still running, and

Continuing on the Magic is Real Google Campaign.

- **Website Analytics | *See Attachment***

LB: 54k visitors

They spent an average time of 2:17

Bounce rate 54% which is up from last month at 50%

- Booking Link | **See Attachment**

LB: About 5k searches which is up from 4.5k last month

717 referrals vs 574 last month

- **FINANCE COMMITTEE UPDATE** Discussion Possible Action

- FINANCE CHAIR COMMENTS:

- October 2024 Financials | **See Attachment** | **Approve**

BS 1st and JG 2nd Motion Carries, KC sustained.

- Audit Scheduled December 16-20, 2024

- **VISITOR SERVICES UPDATE** Discussion Possible Action

- VISITOR SERVICES CHAIR COMMENTS:

- Gateway Signage Project

JPC: We are just waiting on one more sign location on 128.

- Pet Guide

- Tear Off Maps

- **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action

- 2023/2024 Q2 Report | **See Attachment** | **Approve**

- 2023/2024 Q3 Report | **See Attachment** | **Approve**

BS 1st and JG 2nd Motion Carries, Kasie sustained

- Marketing District Plan Update

RJ: We have been moving frequently to get the BID signed as a team.

- Strategic Plan Update

RJ: We have the draft and are hoping next year Carl and I can present and put it together early in the year.

- **FUTURE AGENDA ITEMS** Discussion

- **NEXT MEETING** Discussion

Tentative: Thursday, February 13, 2025, at 2:00 PM

- **ADJOURN**

BS at 2:54 PM