

MENDOCINO COUNTY TOURISM COMMISSION, INC. MARKETING COMMITTEE MINUTES

DATE: Tuesday, January 7, 2025 | START TIME: 10:00 AM PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

ZOOM: https://us02web.zoom.us/j/82842751414

1. CALL TO ORDER 10:02 AM

2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Dym (CD)	X Present 🗌 Absent	Chair
Katrina Kessen (KK)	🗌 Present X Absent	Member
Elyse Hopps (EH) 10:07 AM	X Present 🗌 Absent	Member
Kelley Litle (KL)	X Present 🗌 Absent	Member
Tawny MacMillan (TM)	🗌 Present X Absent	Member
Christopher Boettcher (CB)	X Present 🗌 Absent	Member
Elizabeth Cameron (EC)	X Present 🗌 Absent	Member
Alyssum Weir (AW)	X Present 🗌 Absent	Member
Kasie Gray (KG) 10:09 AM	X Present 🗌 Absent	Member
Julie Golden (JG)	X Present 🗌 Absent	Member
Alina Reyes (AR)	🗌 Present X Absent	Member
Staff Members	Attendance Status	Title

Ramon Jimenez (RJ)

- Jamie Peters-Connolly (JC) Lisa Batson (LB) Mckenzie McLain (MM) Janis MacDonald (JM) Jennifer Seward (JS) Kathy Janes (KJ)
- X Present Absent Present X Absent

Executive Director Partner Relations & Communications Marketing Manager Marketing & Communications Festival Coordinator Development Manager Executive Support Specialist

Introduction of Guests:

3. CHAIR'S COMMENTS:

4. PUBLIC COMMENT ON NON-AGENDA ITEMS

The committee cannot discuss issues or take action on any requests during the comment period.

5. CONSENT AGENDA ITEMS 🗹 Discussion 🗹 Action Item

 12.3.2024 Meeting Minutes – See Attachment | Approve JG 1st and CB 2nd Motion Carries

6. ITEMS FOR REVIEW $\mathbf{\vec{Z}}$ Discussion $\mathbf{\vec{Z}}$ Action Items

• Festival(s) Update

JM: We're getting ready to go on Seafood and Sips. Brochures have been distributed almost everywhere. The anchor events are moving along nicely. We have sold 81 tickets for the Sparkling Wine event. The Crab Cake Cook-Off is doing well also, There are only nine seats left for the event. The cioppino dinner is also in full swing. Seventeen tickets have sold so far, with no advertising done yet.

Holiday Promotions

VISIT MEND∛CINO

LB: We just wanted to circle back around to what we did for the holidays. We did a lot of asset collection as well as a lot of eblasts and calling hours for restaurants. We also found lots of businesses waiting until the last minute to put in events. As well as trying to suggest Fort Bragg and Ukiah adjust their weekends for things.

Whale Festival

We have no details about the whale festival yet. Usually, it starts with Mendocino, then Little River, followed by Fort Bragg, and finishing in West Port. So we want the south coast to have something the last weekend.

- PR Report See Attachment
 We just had an influencer come out and publish stories on IG, Snapchat, and Facebook. We then have three media judges coming for the crabcake cookoff. We had a big busy December for press releases. We also had. A lot of the wine industry pr updates. Islands, MSN, Men's Journal, Betsy Andrews, wrote an article in Savor on crab cakes via magazine, Jeremy Austin influencer as well. We have only seen two articles so far from the visit ca team coming here. We had over 85 million dollars in add equivalency.
- Programmatic Analytics See Attachment
 LB: We had about 26.3k clicks and 2.11M impressions at an average \$.09 Per Click
- Social Media Analytics See Attachment
 LB: December Socials Generated about 3.5M impressions and just over 12k engagements
 We ran the Magic is real Meta Campaign
 Holiday Meta Campaign
 Seafood and Sips, Crab Cake Cook-off, and the White Wine Campaigns are still running
 And the Magic is Real Google Campaign
- Website Analytics See Attachment
 LB: 70k visitors (which is about 20k more visitors than last month!!)
 They spent an average time of 2:12
 Bounce rate 60% which is up from last month at 54%
- Booking Link See Attachment
 LB: Just over 5k searches which is just a little bit more than last month
 There were 652 referrals vs. 717 last month

7. FUTURE AGENDA ITEMS 🗹 Discussion

8. NEXT MEETING DATE \vec{Z} Discussion \vec{Z} Action Items

- MARKETING: February 4, 2025 at 10:00 AM
- **9.** ADJOURN **Z** Action EC at 10:38 AM