



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, October 1, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/89201645217

1. CALL TO ORDER 10:02 AM

2. ROLL CALL

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Cally Dym (CD) as Chair and various staff members with their attendance records.

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 [checked] Discussion [checked] Action Item

- 9.3.2024 Meeting Minutes – See Attachment | Approve

6. ITEMS FOR REVIEW [checked] Discussion [checked] Action Items

- Festival(s) Update: JM: Working hard on Harvest which we have a lot going on and starting work on the Winter Festival. The Mushroom Whiskey and Wine train is the next big thing coming up and are looking for volunteers. The Harvest brochures should be here in the next 2 weeks, and we will hand those out but the online version is live on the Visit Mendocino website.
PR Report – See Attachment

# VISIT MENDOCINO

JPC: We got lots of great coverage recently and we had Travel and Leisure here and he had an amazing time while he was here. He said he loved everything about Mendocino County. We have the Visit CA tour coming through 128 from a few different countries. LA Times, NBC LA, ABC TV, Forbes, and a few other media press releases.

- Video Podcast – *See Attachment*  
LB: We just did the final episode of our Podcast series about the festival happening and Focusing big on the Whiskey, Mushroom, and Wine Train as well as the sparkling wine festival.
- Programmatic Analytics – *See Attachment*  
LB: We had about 2.3k clicks and 57.7k impressions at an average \$1.08 Per Click
- Social Media Analytics – *See Attachment*  
LB: September Social Generated 1.4M impressions, 7.5k engagements  
We ran the Magic is Real Meta Campaign, launched the Harvest well as the Mushroom Train Meta Campaign, finished up the Winesong campaign, and Magic is Real Google Campaign
- Engagement Summary- *See Attachment*  
LB: 29k visitors  
They spent an average time of 2:07  
Bounce rate 44% which is down from last month at 45%
- Booking Link – *See Attachment*  
LB: 6k searches which down from 8k last month  
860 referrals vs 1k last month

## 7. FUTURE AGENDA ITEMS Discussion

## 8. NEXT MEETING DATE Discussion Action Items

- **MARKETING:** November 5, 2024 at 10:00 AM

## 9. ADJOURN Action Cab at 10:26 AM