



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, November 5, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/89905433870

1. CALL TO ORDER: 10:04 PM

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. TM: When is Seafood & Sips Coming live?

5. CONSENT AGENDA ITEMS [checked] Discussion [checked] Action Item

- 10.1.2024 Meeting Minutes – See Attachment | Approve EC 1st and CB 2nd Motion Carries

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

- Festival(s) Update JM: The Seafood & Sips will go live as soon as Harvest is over on the 17th. Also, Mckenzie will start adding the events to the website. We have a lot of fun things coming up for Seafood & Sips. We have much more going on than we did in the past. Next up for Harvest is the Mushroom Club event happening for 2 days with a lot

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happening. We also have the Sparkling Winer in the Caves at Saracina, and we will be working on the White Wine Weekend with AVWA for areas from out of the area and out of the country, this will be the first event since 2019 in person for a big event. We have a Mushroom and Whiskey dinner on Thursday night that has 7 tickets sold. We also have the gardens and ravens having lots of food and talks going on. Dijon wants to be more involved and do a screening for Seafood & Sips.

CD: The train sold almost half the tickets. It seems like election year is messing with sales, and the event itself went well. Looking to promote more to Gen X.

CB: The lodging group has skewed a little bit just like it usually does around this time of year.

EC: The Native Arts Expo was so well attended and was a hit with a lot of people. Eric wants to meet with Jamie and Elizabeth to strategize to meet with some tribal folks.

- **Holiday Promotions**

LB: Working on a landing page for the website also have a lot of events and specials and deals going on.

JPC: We are sending out the eblast for the holiday tomorrow.

- **PR Report – *See Attachment***

JPC: We have had some huge press releases that have boosted our views. We have more than tripled our impressions, and our FAM goal has been exceeded. We are hoping Visit CA will bring more large groups to the county. Russian Gulch was listed in the top 25 spots to camp. We already have three judges for the Crab Cake Cook-Off. The FAMs for Crab Cake are already ready and with Ko. Gowans was a huge highlight, they loved it.

CB: Who is in charge of social media and outreach to influencers?

RJ: It depends on the situation often, influencers reach out to us through media trips. We also vet them as a team to ensure they are what we are looking for. The whole thing goes through Ko.

- **Wine Enthusiast Star Award Video – *See Attachment***

LB: We got 2024 Wine Region of the Year, so we have been working on a submission video for the gala. We are hoping to fill a table for the gala in January if anyone is interested.

- **Programmatic Analytics – *See Attachment***

- **Social Media Analytics – *See Attachment***

- **Website Analytics – *See Attachment***

- **Booking Link – *See Attachment***

## 7. FUTURE AGENDA ITEMS Discussion

## 8. NEXT MEETING DATE Discussion Action Items

- **MARKETING:** December 3, 2024 at 10:00 AM

## 9. ADJOURN Action KG AT 10:45 AM