



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, March 11, 2025 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/88935974456

1. CALL TO ORDER

2. ROLL CALL 10:03 AM

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

- 2.4.2025 Meeting Minutes – See Attachment | Approve

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

- Festival(s) Update
Whale Festival

JM: Had a great time going to the Whale Festival, talked with a lot of people coming from out of town to the Mendocino Wine Walk and staying in the local hotels. Festivals and Special Events really work to bring in outside people and for filling our hotels, restaurants and shops. We only had a couple things going on in Little River, such as camp fire talks, there was a decision to postpone the Margarita Madness. Almost Fringe in Pt. Arena is coming up, then falling into the summer events such as Pinot Fest, Urchin.. etc..

White Wine Weekend was fantastic, well attended and good ticket sales, no complaints.

VISIT MENDOCINO

RJ: The income surpassed their goal at \$70k there were 40 volunteers, there also was a successful auction which will give out many scholarships. This was the first one since 2019. Talking about potentially changing the weekend of Pinot Fest, because there is a conflict with Healdsburg Food and Wine Fest. Then maybe switching Pinot Fest and White Wine festival with timing of the year.

JM: There is so much of a difference in the “new” way of doing White Wine Weekend, that there are so many more ticket sales and out of towners coming to these larger festivals. We really need to stick to it as it is showing in the numbers.

CD: We used to own “Whales” in the bay area, with billboards and busses and now it is all about Monterey. Hopeful in the future with more of a budget we can do more again.

- Visit California Outlook Forum

RJ: A great networking opportunity, and to hear about the state of travel to CA internationally. I had good conversations about BID and how other DMO’s are also dealing with the raising of their BID

- Travel & Adventure Trade Show

RJ: This weekend in Santa Clara. The NCTC has a booth and we put together a giveaway and we are hopeful to get many more leads. The last shows for the remainder of this fiscal year

- PR Report – *See Attachment*

JPS: Familiarization Program

2/7-2/8 James March/Freelance

3/9-3/12 Donna Glass/House of COCO

3/18-3/24 Lauren Mowery/Paul Caputo/Freelance

4/1-4/4 Alex Khachigian/Collaborator

November Chelsea Lowe/Freelance

Key Placements

Overall – huge February with over 695 million impressions and an ad equivalency of \$17+million.

Some of the big hits were Solo Travel which hit MSN for over 80 million viewership. One of the judges from the Crab Cake Cook-Off wrote an article for Seriously Simple that landed in over 16 sites, Yahoo News featured two different stories: 8 CA Black owned Wineries and an article about TIATR – both saw an audience of over 80 million.

We also have features now coming out from our Visit CA International FAMS.

Other key placements include:

Travel & Leisure/Argentina

Reise Magazine/Germany

MSN/Syndication/Crab Cake

AP/Businesswire/Solo Travel

Sacramento Bee/North Bay Getaway

7x7/Crab

Mercury News/Whale Season

Eater/Top Dining

Media Relations/Releases

Date Name Status

March Farm Tours Completed

April Rock the Wine Cellar Pending

May UrchinFest

Trade Shows

Visit California/Denver (May 14/15) – angles submitted,

RJ: With the state of the wine industry unfortunately Maggie Hawk and Tomey closed in Anderson Valley. We are doing our best to keep people visiting our county, Ko/we have a wine press release coming out in April.

- Programmatic Analytics – *See Attachment*

LB: We had 33.1k clicks and 2.42M impressions at an average \$.07 Per Click

- Social Media Analytics – *See Attachment*



LB: February Socials Generated about 2.6M impressions and about 10k engagements.

We ran the Magic is real Meta Campaign

As well as Whale Festival, Margarita Madness, White Wine Weekend and Pinot Fest Meta Campaigns

And the Magic is Real Google Campaign

- Website Analytics – *See Attachment*

LB: 73k visitors

They spent an average time of 1:51

Bounce rate 64% which is up just 3% from last month

- Booking Link – *See Attachment*

LB: Just about 6,200 searches which is up from 6k from last month

There were 860 referrals vs. 855 last month

7. FUTURE AGENDA ITEMS ↕ **Discussion**

CD: Holiday Promo

LB: Starting on Harvest Festival

8. NEXT MEETING DATE ↕ **Discussion** ↕ **Action Items**

- **MARKETING**: April 1, 2025 at 10:00 AM

9. ADJOURN ↕ **Action 10:25 EH**