



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, June 4, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/84322704281

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 [check] Discussion [check] Action Item

- 5.7.2024 Meeting Minutes – See Attachment | Approve
CB 1st & AW2nd Motion Carries

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

- Festival(s) Update
JM: Festivals have been successful, Kelp Fest and Pinot Fest the days have beautiful. Film Fest finished up on Sunday and it was great, opening reception was great and recognized locals. Currently working on Harvest Festival info, hoping to have all of the specials by July

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Fiscal year is about to come to a close, therefore the budget for sponsoring events is coming up. 2023-2024-19 events supported.

CB: asked if Point Arena Theater ever is featured in the film festival

JM: Film Festival would be open to having films in other places other than in Mendocino. But the director cannot Manage it in other locations, so someone else would need to help organize.

TM: Taste Mendocino, is VMC still involved?

JM: Yes! Its coming up and it will be hosted in Hopland at Dancing Crow this year. 30 wineries, 9 restaurants, indoor outdoor event, VMC is supporting them financially and as a consultant, but not managing on the day of.

TM: Asked about needing more volunteers.

JM: Bonnie would love extra volunteers, will put TM in touch with her.

- PR Report – *See Attachment*

JPC: Familiarization Program

May 5-8	Ken Whiting/Facing Waves
May 9-10	Lucas Mittenentzwei/Fora Travel
May 11-12	Cindy Cruz/COE Magazine

Key Placements

LA Times – Cannabis (Pending)

Forbes – Anderson Valley

KTVU – Point Arena

Martha Stewart – Mendocino

Wine Enthusiast – Cannabis

Buffalo News – Crab Cakes

- Restaurant Group Update
JG: Thought the 2nd was more successful this time around and learned something new both days.
JPC: VMC will host one more meeting in hopes that Taylor with Ramon Cubed will want to take it over completely.
- Programmatic Analytics – *See Attachment*
LB: 8.05k clicks, 177k impressions at an average \$0.31 Per Click
- Social Media Analytics – *See Attachment*
LB: 2.8 M impressions, 61k engagements
Magic is Real Meta Campaign: 11k clicks, \$0.34 Per Click
Pinot Fest Meta Campaign: 6k clicks, \$0.26 Per Click
Music Fest Meta Campaign: 6k, \$0.22 Per Click
Taste Mendocino Meta Campaign: 4k, 0.50 Per Click
- Website Analytics – *See Attachment*
LB: 33k Visitors
2:31 minute average time per visit
Bounce rate 43% less than last month at 44%
- Booking Link – *See Attachment*
LB: 10k searches which is just about the same as last month
1,600 referrals vs 1,500 last month

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7. FUTURE AGENDA ITEMS Discussion

Fall and winter/holidays- Festival updates- allowing staff enough time to update, the more time the best for us.
CD- It is best for lodging to have more time to promote Holiday in the summer. January is really hard! Crab will get people here, partnering with a crab party boat.

JPC- Wellness, not putting the pressure to promote as we do a lot of work to market for events to get canceled.

CB- Going to offer 1 nights during the week to get more people filling his rooms.

AR- Private crabbing boat connection.

8. NEXT MEETING DATE Discussion Action Items

- MARKETING: July 2, 2024 at 10:00 AM

9. ADJOURN Action

EH at 10:33 am