



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, July 2, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/82319988686

1. CALL TO ORDER

2. ROLL CALL 10:02

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

- 6.4.2024 Meeting Minutes – See Attachment | Approve

1st EC 2nd CB

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

- Festival(s) Update
RJ: Kelp fest was happy with the turn out
Taste Mendocino was this last weekend and everything was great at Dancing Crow, over 200 tickets sold and great after party at Saracina
Art in the gardens coming up in Aug
Winesong! Coming up also both Friday and Saturday at Little River in with about 600 guests total expected

VISIT MENDOCINO

Fall Harvest Festival- please submit your event asap to be included in brochure

Mushroom and Whisky Train is currently the only anchor event for the Harvest Festival

CD: Asked about adding 'Urchin' to the title to the Kelp Festival, then we can combine the festivals and marketing.

RJ: VMC/ Jamie and Janis can talk to them and see if we can combine rather than competing against each other. It will be beneficial to all to combine and can be cohesive with one another.

- PR Report – *See Attachment*

JPC: Tentative FAM this month that will represent Southern Bride

Ko will also be joining us here in Mendocino soon to see what stakeholders are up to.

We had a cheese professor visited pennyroyal, which was neat.

AARP has a pending article about Mar Vista.

CB: Did not know about this article being written, but did have a nice visit from Visit California.

JPC: Press release June- Weddings Astro tourism and Astro Skies is pending.

Ko hit all of her goals, expected 11 FAMS and there was 13 this past year.

Working on email about the release of the press releases and you can be part of it if you choose.

RJ: The company that we used to use to collect all of our news articles is closing shop so we are getting a new company soon. Once we have the first report we can compare our numbers.

- Restaurant Group Update

JPC: Over a year ago a restaurant in Ukiah wanted to have a Restaurant Ass. however there was no movement so we started one, but that restaurant decided they actually wanted to take it back over and they are further along than us and we no longer need to facilitate the meetings.

- Resources for Media Design – Discussion

RJ: There was a discussion in the last BOD meetings, from Julie Golden that Destination Hopland was having a hard time finding resources for print materials. VMC doesn't have the compacity to be doing the design and printing. So we can put together resources for anyone who would like it.

EC: Can we do a grant for event sponsorship that is actually for the design potion?

RJ: This fascial year we will not have a grant program. However the grant program is to help with those marketing materials.

CB: Does this have anything to do with the templates we have asked for for larger events so we are all consistent?

RJ: No this is something totally different, we just don't want to be the graphic designers.

KG: Can VMC create templates for non-profits to use weather it be in CANVA or lightroom or InDesign

RJ: What theme would be base it off of? VMC branding? Each event has its only wants and might be more work and training than it is worth our time.

EC: Likes the resource list, however has seen bigger businesses send files that can get a downloadable kit which is really nice to just plug in your own photos and personalize it easily.

CB: Has VMC done this just for DH? Or for Ukiah too?

RJ: We did do the Sparkling Wine event for DH given the circumstances and the lack of staff and ability.

TM: If guidance can be given and the list of resources.

- Programmatic Analytics – *See Attachment*

LB: 2.07k clicks, 39.3k impressions at an average \$0.33 Per Click

- Social Media Analytics – *See Attachment*

LB: June Social Generated 3.7M impressions, 38k engagements

Magic is Real Meta Campaign Generated: 12k clicks, \$0.31 Per Click

Taste Mendocino Campaign: 6k clicks, \$0.51 Per Click

Music Fest Meta Campaign: 15k, \$0.20 Per Click

- Website Analytics – *See Attachment*



LB: 38k Visitors

2:19 minute average time per visit

Bounce rate 44% less than last month at 43%



- Booking Link – *See Attachment*

LB: 10.3k searches which is just about the same as last month

15.6k referrals vs 1,600 last month

7. FUTURE AGENDA ITEMS  **Discussion**

CD: Holiday's in Aug

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

- MARKETING: August 6, 2024 at 10:00 AM

9. ADJOURN  **Action**

10:40

1st EC