



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, August 6, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/81510645596

1. CALL TO ORDER: 10:00 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: No comment

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

- 7.2.2024 Meeting Minutes – See Attachment | Approve
AR 1st and AW 2nd Motion Carries

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

- Festival(s) Update
JM: We had great success with art in the gardens and on Saturday they had 1400 people there and close to the same on Sunday. We helped support that event as sponsors. The fall Festival for Harvest is in full swing of work. We have some very cool events coming up and we are finishing up the brochures now. Should be to our designer next week. We had great responses from the lodging team, and all of the brochure information

VISIT MENDOCINO

will be posted on the website as well. We are working to help put together Winesong. Following Winesong in the beginning of September we will start creating the Seafood & Sips events. Lots of fun things to come so get to Janis early for being on the brochure.

- PR Report – *See Attachment*

JPC: July was amazing regarding coverage. Visit CA had an influencer up for travel and leisure the sleepcation from KO. We had an adorable town and wellness in Mendocino as well as a beat the Heat article which gave us over 5 million impressions. We have Thrillest and our Visit 128 program FAMs coming up this weekend. We got a Media request for 15 people from different countries from Visit CA in October. Fox TV, MSN, Sonoma Magazine, Facing Waves, Astrid Tourism, and much more to come.

- Resources for Media Design Update

LB: We are putting together a list of photographers and designers to help people out a little more to get images of their properties and other things they might have.

- Commercial – *See Attachment*

LB: We have been lining up with The Ultimate Playground with Visit CA. So in the Fall, we will do more of a harvest, but we want ideas for themes to play on. The Fall release date would be September or October.

- State Fair Booth – *See Attachment*

- Brand Research Survey – *See Attachment*

- Holiday Marketing – Discussion

- Programmatic Analytics – *See Attachment*

LB: We had about 5k clicks and 350k impressions at an average \$0.33 Per Click

- Social Media Analytics – *See Attachment*

LB: July Social Generated 2.6M impressions, 59k engagements

We had a Magic is Real Meta Campaign, Music Fest, WineSong! The People's Choice Awards- Wine Competition, Magic is Real Google Campaign

- Website Analytics – *See Attachment*

LB: 48k visitors which is 10k more than last month

They spent an average time of 2:08

Bounce rate 47% which is up a little higher than last month at 44%

- Booking Link – *See Attachment*

LB: 13k searches which is up about 3k from last month

2k referrals vs 1,600 last month

7. FUTURE AGENDA ITEMS Discussion

8. NEXT MEETING DATE Discussion Action Items

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

9. ADJOURN Action: AR 10:37 AM