



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, September 3, 2024 | START TIME: 10:00 AM
PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482
and
ZOOM: https://us02web.zoom.us/j/81520556871

1. CALL TO ORDER 10:05 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 [checked] Discussion [checked] Action Item

- 8.6.2024 Meeting Minutes – See Attachment | Approve
TM 1st and EC 2nd Motion Carries

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

- Festival(s) Update
JPC: Winesong is being pushed huge and they are still selling tickets. So far there are 300 a day. We still need Pinot Celebration tickets. At 11:00 AM we have a final push, and the foundation will do one last push tomorrow. We will sell tickets at the door. Harvest Brochure is on its second round of edits.
PR Report – See Attachment

VISIT MENDOCINO

JPC: We had 3 people come in August. Thrillist, Bay Area News Group, TV Shooting at different places as well for a few different TV newsgroups. We have a guy from Travel & Leisure coming, an Influencer coming up in October, and we have a group of 12 – 15 people coming for October 25 – October 27 during Harvest Festival. LA Times, ABC 10 TV, WFLA, Fab CA, Forbes, and a quarterly PR Communication pillar email are going out tomorrow.

- CalTravel Summit September 9-12
RJ: Team VMC will be at Winesong and then Jamie, Lisa, and Ramon are gone Monday – Thursday next week traveling to So Cal.
- Programmatic Analytics – *See Attachment*
LB: We had about 2.3k clicks and 80.7k impressions at an average \$1.04 Per Click
- Social Media Analytics – *See Attachment*
LB: August Social Generated 1.6M impressions, 53k engagements
We had a Magic is Real Meta Campaign, WineSong, and Magic is Real Google Campaign
- Website Analytics – *See Attachment*
LB: 32k visitors
They spent an average time of 2:02
Bounce rate is 44% which is down from last month at 47%
- Booking Link – *See Attachment*
LB: 8k searches which is down from 13k last month
1k referrals vs 2k last month

7. FUTURE AGENDA ITEMS Discussion

8. NEXT MEETING DATE Discussion Action Items

- **MARKETING:** October 1, 2024 at 10:00 AM

9. ADJOURN Action 10:18 AM AR Motion Carries