

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

Committee Member	Attendance Status	Title
Cally Dym (CD)	X Present 🗌 Absent	Chair
Katrina Kessen (KK)	🗌 Present X Absent	Member
Elyse Hopps (EH)	🗌 Present X Absent	Member
Kelley Litle (KL)	X Present 🗌 Absent	Member
Tawny MacMillan (TM)	X Present 🗌 Absent	Member
Christopher Boettcher (CB)	X Present 🗌 Absent	Member
Elizabeth Cameron (EC)	X Present 🗌 Absent	Member
Alyssum Weir (AW) 10:14 AM	X Present 🗌 Absent	Member
Kasie Gray (KG) 10:12 AM	X Present 🗌 Absent	Member
Julie Golden (JG)	X Present 🗌 Absent	Member
Alina Reyes (AR)	X Present 🗌 Absent	Member
Staff Members	Attendance Status	Title
Ramon Jimenez (RJ)	X Present 🗌 Absent	Executive Director
Jamie Peters-Connolly (JC)	X Present 🗌 Absent	Partner Relations & Communications
Lisa Batson (LB)	X Present 🗌 Absent	Marketing Manager
Mckenzie McLain (MM)	X Present 🗌 Absent	Marketing & Communications
Janis MacDonald (JM)	🗌 Present X Absent	Festival Coordinator
Jennifer Seward (JS)	Present X Absent	Development Manager

Present X Absent

Present X Absent

Introduction of Guests:

Kathy Janes (KJ)

Jennifer Seward (JS)

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 プ Discussion プ Action Item

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

6. ITEMS FOR REVIEW Z Discussion Z 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.

Development Manager

Executive Support Specialist

PR Report – See Attachment

VISIT MEND**∛CINO**

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 ^I Discussion ^I Action Items
 <u>MARKETING</u>: October 1, 2024 at 10:00 AM
- 9. ADJOURN 🗹 Action 10:18 AM AR Motion Carries