



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday February 4, 2020 | START TIME: 10:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 | 345 North Franklin Street, Fort Bragg CA

CALL-IN LOCATIONS: KOZT FM OFFICES, 110 South Franklin St. Fort Bragg, CA 95437

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50 8962 #

*Please note: To abide by the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done at the posted locations above.

1. CALL TO ORDER

10:08 AM SC

2. ROLL CALL

Festival Committee

- Bernadette Byrne (BB)
Martha Barra (MB)
Tom Liden (TL)
Tom Yates (TY)
Gregg Lamer (GL)
Kevin Brutocao (KB)
Jamie Peters-Connolly (JC)

Attendance Status

- [x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[] Present [x] Absent
[x] Present [] Absent
[] Present [x] Absent
[x] Present [] Absent

Title

- Chair
Member
Member
Member
Member
Member
Member

Marketing Committee

- Scott Connolly (SC)
Bernadette Byrne (BB)
Susie Plocher (SP)
John Dixon (JD)
Alyssum Weir (AW)
Jennifer Seward (JS)
Cally Dym (CD)
Brett Schlesinger (BS)

Attendance Status

- [x] Present [] Absent
[x] Present [] Absent
[] Present [x] Absent
[] Present [x] Absent
[] Present [x] Absent
[] Present [x] Absent
[x] Present [] Absent
[x] Present [] Absent

Title

- Chair
Member
Member
Member (Joined at 10:14 AM, non-agendized location)
Member
Member
Member
Member

Staff Members

- Travis Scott (TS)
Katrina Kessen (KK)
Alison de Grassi (ADG)
Ramon Jimenez (RJ)
Emily Saengarun (ES)

Attendance Status

- [x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent

Title

- Executive Director
Partner Relations Manager
Director of Marketing and Media
Marketing and Sales Coordinator
Administrative Services Manager

Introduction of Guests

Kate Hawthorne

3. CHAIR'S COMMENTS

- FESTIVAL COMMITTEE CHAIR | Welcome Jamie
MARKETING COMMITTEE CHAIR | Welcome Brett

4. PUBLIC COMMENT ON NON-AGENDA ITEMS

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

5. CONSENT AGENDA ITEMS [x] Discussion [x] Possible Action

- Minutes
1.8.2020 Festival_Marketing Committee | Add to next month's meeting + October 2019 Meeting Minutes

Festival Vote:

Marketing Vote:

6. ITEMS FOR REVIEW [x] Discussion [x] Possible Action Items

- Crab Feast | Recap: Most events sold out
Standing Item) Spring Feast 2020 | EST: Friday, April 17, 2020 - May 3, 2020 Updated to May 17, 2020 by the Festival Committee

- Spring Brew/Beer Trail Event Planning
- Beer MendoMoment Headline:
 - Good Times are Brewing (Top combined committee selection)
 - This Place is Hopping (2nd placing combined committee selection)
 - Here it's Always Beer-30
 - Cheers to the Beers
 - Welcome to California's Beer Country

Short discussion regarding changes to the proposed titles and "flyer"

Festival Vote: JPC motion; Test run the top 2 combined committee selections with TheorySF, end result to run with the one that receives the best results. TL 2nds the motion, Roll Call; all present approve, motion passes.

Marketing Vote: No quorum
- Timeline for promotion – March 17; launch date.
 - Feb 29th All participant information to Alison
 - Mar 6th MendoMoment Complete
 - Mar 9th All campaign assets to MMWW for 3/17 launch
- Beer trail map update [Lisa to send draft map] | To use the one without the path.
- Updated Visitor Guide
https://www.dropbox.com/s/c6g2kbr5t1bj4ls/VMC_Vguide_2020_rnd3-adg.pdf?dl=0

Informational only:

- TOT & BID by year and quarter (attach Treasurer-Tax Collector report from 9/1/19)
 - Whale festival campaign update
 - TSF: Animation storyboards and color rendering: <https://www.dropbox.com/s/gtwws6arj1pvvwd/20200127-Mendocino-sb-v1.pdf?dl=0>
<https://www.dropbox.com/s/g2fujno8rwq7b0k/20200127-Mendocino-sf-v1.jpg?dl=0>
- MMWW reporting:
 - Survata Study update | Pull to a standing item for the next meeting | BS – what does this data mean?
 - Crab Festival analytics | Discussion and VMC stats to be present at next meeting.
- PR:
 - January Projections:
https://www.dropbox.com/s/v0a6euh91k2ei31/Projections_January2020.xlsx?dl=0
 - FAM trips
 - Press releases
- Partner Outreach Update
- Wrap Up | What to Report to the BOD
 - Festival
 - Marketing

7. FUTURE AGENDA ITEMS ✓ Discussion

- **Festival Committee:**
 - New Standing Item: Current Festival/Event Campaign Analytics' Report from Marketing Staff for Festival Meetings.
 - Results of the 2 taglines (when available), most popular?
 - Good times are Brewing (or)
 - This Place is Hopping
- **Marketing Committee:**
 - Research current contracts, strategies and budgets.
 - Answer the question: best to put (the smaller amount of) marketing dollars towards branding or events?

8. NEXT MEETING DATE ✓ Discussion

- **FESTIVAL TENTATIVE:** Tuesday, March 3, 2020 at 10:00 AM
- **MARKETING TENTATIVE:** Tuesday, March 3, 2020 at 11:00 AM

9. ADJOURN ✓ Action | **MB 12:01 PM**