



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE AGENDA

DATE: Tuesday, September 1, 2020 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/88322087132?pwd=UU5FcC9ZaUIweVBHWlhXem8yR3VuUT09>

*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: 10:04 AM

2. ROLL CALL

Festival Committee

Bernadette Byrne (BB)
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
X Present Absent
 Present X Absent
X Present Absent

Title

Chair
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)
Kasie Gray (KG)

Attendance Status

X Present Absent
X Present Absent
 Present X Absent
 Present X Absent
X Present Absent
 Present X Absent
X Present Absent
X Present Absent
X Present Absent

Title

Chair
Member
Member
Member
Member
Member
Member
Member
Member

Staff Members

Travis Scott (TS)
Ramon Jimenez (RJ)

Attendance Status

X Present Absent
X Present Absent

Title

Executive Director
Marketing and Sales Coordinator

Introduction of Guests:

3. CHAIR’S COMMENTS

- **FESTIVAL COMMITTEE CHAIR**
 - Looking forward to the Enlightn proposal and campaigns
- **MARKETING COMMITTEE CHAIR**

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 Discussion Action Item

- 08.04.2020 Meeting Minutes
 - 1st JC 2nd AW

6. ITEMS FOR REVIEW Discussion Action Items

- Marketing Plan 2020/2021 – APPROVE and send to BoD for Approval
 - SC: Fix page 11
 - JC: Are gen X and millennials spending more money than baby boomers?
 - TS: There is no way how to segment who is spending the dollars. This is based on study Theory did
 - BB: Getting a lot of revenue from baby boomers but need to focus on other age groups to grow them
 - CD: The boomers are already coming; we don’t need to focus marketing on them
 - TS: Need to fix 2 errors I found in the report
 - Approve with 2 changes noted 1st CD JC 2nd

- Enlightn Proposal – See Attached – APPROVE within marketing budget 
 - TS: What would it take to bring a whole new business segment into our marketing fold
 - BS: The county will have to work with VMC and business owners to create safe spaces and experience to enjoy that type of tourism since it will be a good economic driver specially in California
 - BS: Need to be similar to winery experiences. Accessible, friendly, restrooms and other amenities and some locations aren't there yet
BS: licenses available to hold actual events and county should be involved in planning to make the process move quicker
CD: We would need stakeholder education and would be great if VMC can provide that
TL: I think this is a great idea
TY: I think we need to explore it regardless of what we think the outcome could be
- DogTrekker Contract – See Attached - APPROVE within marketing budget 
 - 1st CD 2nd TY Motion Passes
- Re-opening Campaign Complete
- Fall Campaign – See Attached Deck
 - BB: I like it
 - JC: Will the mask still be on the add?
 - TS: We will add it to every campaign until it is okay to remove it
 - TS: “A” with a leaf or without?
 - KG: I vote no unless it's a dead leaf
 - SC: I liked it originally but I agree that it's a little distracting on non-forest pictures
 - BB: I vote no
 - TL: It works on forest photos but not ocean
 - GL: Clean and simple. Less is more.
- Leave Nothing Behind but Footprints – See Attached Deck - APPROVE within marketing budget 
 - BB: I see how these could be used at park entrances, but we have to be careful at where this message is portrayed
 - TY: I agree BB
 - AW: Our rivers have a garbage problem, but I don't think it's visitors. This message is important, and images look great. From a relationship standpoint it might help
 - TY: It's as bad as I've ever seen it in Mendocino
 - BB: It seems there are infostructure problems as well as community
 - KG: if people are going to litter, they are going to do it regardless
 - BB: I feel it would be better if it was an internal campaign and not an external
 - TS: everyone comfortable with that direction?
 - Everyone: Yes
 - BB: Remove Pack your trash
- Crab Feast/Winter Months Conversation
 - TS: Might take a similar angle for winter promotion like we are for fall
 - JC: I like that idea - embracing the winter months
 - BB: We have the opportunity to celebrate all of our stakeholders in a new way
 - TS: Promoting longer stays since people are working from home and kids are learning virtually
 - JC: Home away from home with room to roam
 - SC: Longer stays are prevalent right now
- PR Update
 - Communication Pillars: Jamie 39th Parallel – Food
 - JC: this would be a great idea for restaurants. Maybe we can do a campaign in the future celebrating different cultures that fell within the 39th parallel
 - TS: Will add as a backup and if not used this year we will use it next year
- Video Updates
- Social Media Updates/ Analytics
- VMC.com Google Analytics
- Wrap Up | What to Report to the BOD
 - Festival

- Marketing

7. FUTURE AGENDA ITEMS ✓ Discussion

- **Festival Committee:**

- BB: Fall Campaign and Winter ideas
- Our new approach to marketing safe assets and activities that are indicative of the season versus focusing on a particular feast or festival

- **Marketing Committee:**

- Put together resources of open businesses
- Approval of 7.8.2020 Meeting Minutes
- SC: Comment on cannabis tourism

8. NEXT MEETING DATE ✓ Discussion

- **FESTIVAL TENTATIVE:** Tuesday, October 13, 2020 10AM
- **MARKETING TENTATIVE:** Tuesday, October 13, 2020 10AM

9. ADJOURN ✓ Action 11:59 AM Motion to Adjourn TL 1st