



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Wednesday, January 8, 2020 | START TIME: 10:30 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 | 1818 Fifth Street Berkeley, CA 94710

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

At 10:30 AM by BB

2. ROLL CALL

Festival Committee

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

Attendance Status

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

Title

- Chair
Member (Exit at 10:58 AM)
Member
Member
Member
Member

Marketing Committee

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

Attendance Status

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

Title

- Chair
Member
Member
Member (Joined at 10:37 AM)
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

- Danna Hall, Roderer Estates
Kate Hawthorne, Liquide Fusion Kayak

3. CHAIR'S COMMENTS

- FESTIVAL COMMITTEE CHAIR
MARKETING COMMITTEE CHAIR

4. PUBLIC COMMENT ON NON-AGENDA ITEMS - None

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

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

- Minutes
o 10.9.2019 Meeting
o 11.6.2019 Festival_Marketing Committee
MB made motion to approve, TL 2nd, Roll Call; all present approved, 2 absent, motion to approved passes

6. MARKETING CONSENT AGENDA ITEMS [x] Discussion [x] Possible Action

- Minutes
o 12.4.2019 Meeting
o 11.6.2019 Festival_Marketing Committee - Requested Corrections
AM made motion to approve, BB 2nd, Roll Call; all present approved, 1 absent, motion to approved passes

7. **FESTIVAL ITEMS FOR REVIEW** Discussion Possible Action Items

- (Standing Item) Spring Feast 2020
 - TheorySF - Spring Visual and Tag Line (Results?) – Tabled
 - EST: Friday, April 17, 2020 – May 3, 2020
- Partner Outreach Update (KK)
- Wrap Up | What to Report to the BOD

8. **FESTIVAL FUTURE AGENDA ITEMS** Discussion

Bed Tax information data comparative, showing shoulder seasons and when we should focus efforts.

9. **MARKETING ITEMS FOR REVIEW** Discussion Possible Action

- (Standing Item) Media Matters WorldWide | Will be available by BOD meeting
 - Survata Study to 12/04/2019 | Started, data collected over an extended timeline | **ADG to find out participant selection process.**
- TheorySF
 - Survata event survey questions | **See Attachment** | Top 3: Celebrate Brews, Celebrate Mother Earth, Wild for Wildflowers | Group Brainstorm: Expand previous 9 Hop Stops to Beer Trail, County Road Trip, similar to Whale Campaign, keep it simple, build a simple map, bring in wild flowers, use Theory to come up with taglines | **Staff Action Item: Request a tagline from TheorySF, VMC work with Lisa from Inkfish to develop a map + listing, develop HTML ads to Mendo Moments, Static & Video for Facebook and Instagram.**
 - Animation update; video update - TBA
- Crab Feast Analytics | **See Attachment** | Please view at your own convenience
- Dogtrekker Report | **See Attachment** | Please view at your own convenience
- PR Update
 - Coverage to November 30, 2019 | **See Attachment** | Please view at your own convenience
 - Crab Judges Bios | **See Attachment** | Please view at your own convenience
 - Crab Reception: Thursday January 30 at Brewery Gulch Inn
 - Bay Area Life ABC 7 San Francisco shoot (December 22-23, 2019) air dates: January 12 and 18, 2020
 - KGO radio: live interview with John Hamilton (January 5, 2020 - ADG)
 - Social influencer FAM trip - early February

10. **MARKETING FUTURE AGENDA ITEMS** Discussion

Celebrate Brew: Tagline from TheorySF, VMC work with Lisa from Inkfish to develop a Brew Map + listing, develop HTML ads to Mendo Moments, Static & Video for Facebook and Instagram

11. **NEXT MEETING DATE** Discussion

- **FESTIVAL TENTATIVE:** ~~Wednesday~~, February 5, 2020 at 10:00 AM
- **MARKETING TENTATIVE:** ~~Wednesday~~, February 5, 2020 at ~~11:00~~ AM

Both set for Tuesday, February 4, 2020 at 10:00 AM

Note: TY will be unable to attend

12. **ADJOURN** Action

At 11:41 AM by TL