



**MENDOCINO COUNTY TOURISM COMMISSION, INC.  
MARKETING COMMITTEE MINUTES**

**DATE:** Wednesday, March 16, 2016

**TIME:** 2:00pm

**PLACE:** Visit Mendocino County, 390 W. Standley St., Ukiah CA 95482

Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437

Little River Inn, 7901 Highway One, Little River, CA 95456

Mendocino Community Network, Internet Service Provider, e10700 Ford St,  
Mendocino, CA 95460

**I. CALL TO ORDER**

Meeting was called to order at 2:01 PM

**II. ROLL CALL**

Present: Cally Dym, Susie Plocher, Jan Rodriguez, Alison de Grassi,  
Bernadette Byrne, Wendy Roberts (joined at 2:50PM), Scott Schneider

**III. CHAIR'S COMMENTS**

Alison recommended that the committee recruit two more committee members and requested that the committee come with some candidates. Candidates would start with the committee at the beginning of the next fiscal year.

**IV. PUBLIC COMMENT - *Brown Act Requirements: Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period***

Scott mentioned possible additional programs for next FY. He walked the committee through the timeline for budget and marketing plan. Recommends at least one more meeting before April.

V. APPROVAL OF MINUTES FROM FEBRUARY 19, 2016 MEETING

Jan motions to approve the minutes; Cally seconds. Unanimous.

VI. OLD BUSINESS

a. Advertising Campaign for remainder of FY 2015/16

Utilize remaining advertising budget funds of \$20k. Alison had requested alternate plan from CC Media, who provided two options. The committee recommends moving forward with option 2, utilizing Weekend Sherpa (in May) and Instagram and YouTube campaigns (April-June)

VII. NEW BUSINESS

a. Discussion Items:

i. Advertising Plan FY 2016/17

CC Media had submitted a proposed "60,000 ft" plan for FY 2016/17. It was the same as the prior two years.

**Pulsepoint:** Alison had investigated and obtained a proposal from Pulsepoint, a digital marketing company that guarantees drive to the website and engagement using native content and content development. The committee reviewed the proposal, which can be flexible to fit VMC's needs. Current proposal is for \$75k/year. Committee recommendation is to move forward with Pulsepoint.

**Weekend Sherpa:** Proposal to set aside \$22k for four Weekend Sherpa campaigns targeting millennial/outdoor/recreational market. Create a topic for each campaign and tie into website blog, newsletter, social media, etc. Proposed schedule is August, October, December and April

**Outdoors Co-op with Visit CA:** Visit CA has offered an Outdoors Co-op. VMC will pass at this time.

**Photographers:** Brian Klonoski in March. Brian was among photographers who contacted VMC via Instagram. Budget is \$1,000 for one week of shooting in the county. VMC will be able to select any of his photos and will own the rights;

Photo Safari in April: Two photographers (Eric Lindberg and Kerrick James) will visit the county at the end of April for four days of shooting. VMC can select 10 photos from each photographer.

VIII. PR Proposal FY 2016/17

The current PR budget is \$100k/annum. Deliverables from Cinch have been less than satisfactory,

Alison/Scott were approached by Development Counselors Inc (DCI) to participate in their California Collective. They would take the place of the current PR firm and provide a base level of services \$3,900/month) plus an "a la carte" menu. The committee

reviewed the DCI proposal, which included add-ons such as content creation, additional media visits. Alison will review all the DCI options and send to the committee. She will also approach Koleen Hamblin about her future role with VMC.

IX. Videographer: Jay Watson: <http://jay.gprojectgear.com>

Action outdoor videography; \$10k budget item. VMC lacks good videos so will be on the lookout for video opportunities. Alison to send Jay Watson Mammoth Lake link to committee members.

X. Rebranding

Visitor Services project not marketing. Visitor Services has determined this is not a high priority.

XI. Action Items:

a. Community Communications Plan

The Board has requested the committee put out an update to the community and to the internal mailing list following each Board meeting. Alison will draft an article and send to the committee for approval.

b. Social Media Consultant FY 2016/17

Brendan McGuigan has been serving as the social media consultant since October 2015. He is getting great engagement on Facebook and has increased Instagram followers exponentially. He's started a blog for VMC's website and will be doing the newsletter in the future. His contract is \$3k/month. The committee recommends renewing his contract for the next FY.

XII. Other: Alison received a proposal from Sonoma Media for north bay print advertising. The committee recommends not pursuing this item.

## **NEXT MEETING DATE**

To be determined by Doodle poll

## **ADJOURN**

3:15PM