



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

DATE: Wednesday June 6, 2018 **TIME:** 11:00AM
LOCATION: Ukiah Valley Conference Center, 200 School St., Ukiah CA 95482

**Please note: In accordance with 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 from or at the locations above.*

I. CALL TO ORDER

11:03AM

II. ROLL CALL

Travis Scott, Alison de Grassi, Jan Rodriguez, Bernadette Byrne, John Kuhry, Wendy Roberts, Cally Dym, Richard Cooper
Vanlee Waters, Richard Strom (FB)
jo Bradley

III. PUBLIC COMMENT – *Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*

None

IV. APPROVE MINUTES: April 4, 2018 and May 2, 2018
Bernadette Byrne moves, Wendy Roberts seconds; unanimous

V. THEORYSF:

a. WEBSITE LAUNCH

Alison reported that the website was launched and she and the team have been busy working on cleaning up and adding listings. The traffic analytics have been flat due to the site but GA is back up and running so we should be able to report on traffic soon. The lodging report is being worked on by TSF and a draft will be forthcoming.

b. WEBSITE UPDATES

The Committee discussed the work proposals from TSF that address the Search function, ability for stakeholders to add events and to request changes to their listings. Richard Cooper had, that morning, requested that TSF and VMC split the cost of the Search function capability to which TSF had agreed. John Kuhry commented on the process of email updates and recommended VMC implement a procedure for website updates and communicate the same to staff, as well as assign responsibilities for responding to stakeholders. Following discussion, the committee recommended that the ED approve the Search function update and table the other two function updates; but request TSF add an email link whereby stakeholders can add events. Cally noted the Marketing Committee is responsible for the website.

c. BRAND LAUNCH CAMPAIGN

Alison updated the Committee on the brand launch campaign, which is set for July 16 and will run for one month in the greater SF Bay Area. In addition to four bus wraps, 100 taxi tops, and digital billboards, TSF will also launch a digital campaign, funds for which will come from 2018/19 budget unless the cost of the campaign launch permits using the current year funds. The social media campaign will kick off in the next two

weeks with the first of nine sharable videos to be posted on Facebook and Instagram. Jan asks what the ROI is: ROI is measured by traffic to the website. Richard Cooper comments that TOT income is a direct reflection of activity. The Committee discussed the importance of capturing lodging data in order to measure impact. Wendy noted that for the third or fourth year the BID report recommends collecting data. She noted that the county has the software but not the tech support.

VI. MARKETING PLAN FOR 2018/18 FY

Alison updated the committee about the Marketing Plan, which will go before the Board at their meeting on June 6.

VII. MUSHROOM FESTIVAL – RENAMING/REFOCUS UPDATE

The concept is Forage to Table. TheorySF is working on name creative that will fit the concept. Ideas from the Committee include a Camera Safari that could be a social media contest. Cally updated the Committee on the background of renaming the festival and the reasoning that a broader concept will have more appeal to visitors.

Alison and Travis will talk with TSF about ideas for creative on Thursday June 7

NEXT MEETING DATE

Tuesday July 10 at 11AM

ADJOURN

12:11PM