



MENDOCINO COUNTY TOURISM COMMISSION, INC.
MARKETING COMMITTEE MINUTES

DATE: August 17, 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

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

CALL-IN: (712) 770-4700

ACCESS CODE: 713704

I. CALL TO ORDER

Meeting was called to order at 2:04PM

II. ROLL CALL

Present: Cally Dym, Susie Plocher, Allison de Grassi, Brent Haugen

Phone: Bernadette Byrne

III. 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*

IV. APPROVAL OF MINUTES FROM JULY 20, 2016 MEETING

The approval of minutes was tabled until at quorum is reached.

V. DCI IMMERSION UPDATE

Alison updated the committee on the visit to Mendocino County by DCI the previous week.

The visit was very successful and gave the new PR team a sense of the scale of the county as well as the diversity of population, lodging interests, and businesses and attractions.

VI. CC MEDIA UPDATE

Brent reported on ongoing discussions with CC Media regarding their commission and termination clause in the contract. At this point, marketing efforts will move ahead without CC Media's involvement.

VII. 2016-17 MARKETING & OUTREACH CALENDAR

Brent presented the options outlined in the calendar and the associated cost breakdown (see committee packet). Marketing efforts for 2016/17 will be based on building business rather

content creation. Outreach includes print, website, digital, trade and consumer shows, emarketing, co-ops, events and holiday messaging. Without a quorum, the committee could not provide a recommendation for the board but agreed with the general principles of the plan.

VIII. SOCIAL MEDIA UPDATE

Brendan McGuigan has resigned as VMC's Online Marketing Consultant as of August 31, 2016. Until such time that VMC is able to hire an in-house or contractual replacement, VMC will retain Brandhound on a month-to-month contract to provide social media and blogging services in addition to their website support. Alison plans to meet with Brendan and Brandhound on August 18 to further the discussion and come up with a wireframe.

IX. RFP FOR DIGITAL MEDIA BUYER

Brent presented an RFP for a digital media buyer to replace CC Media. The committee reviewed. Alison will add in edits and send to Brent for distribution.

X. COMMITTEE RECRUITMENT

Robert Pinoli was unable to attend the meeting but is still interested. The committee discussed candidates and will approach John Schaeffer of the Solar Living Center and Holly Madrigal.

NEXT MEETING DATE

September 21, 2016

ADJOURN

3:30PM