



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: October 19, 2016

TIME: 2:00PM

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

CALL-IN: Visit Mendocino County, 390 W. Standley St., Ukiah CA 95482

CALL-IN #: (712) 770-4700 **ACCESS CODE:** 713704

I. CALL TO ORDER

Meeting was called to order at 11:00AM

II. ROLL CALL

Present: Susie Plocher, Cally Dym, Alison de Grassi, Brent Haugen, Wendy Roberts (11:05AM)

Phone: Bernadette Byrne

Guest: Robert Pinoli

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*

Robert Pinoli indicated his willingness to be part of the committee

IV. APPROVAL OF MINUTES FROM AUGUST 17, 2016 MEETING

Tabled to November meeting; need to approve July, August, October minutes

V. DCI & PR UPDATE

Brent updated the committee on both Koli Communications and DCI. Koleen is meeting all her goals, and beyond. DCI has produced little in the July – October time frame, bar a media perception study and list of recommended media contacts.

MOTION: Susie motions to recommend to the Board to dissolve the relationship with DCI effective the end of October.

Wendy seconds; unanimous

VI. REVIEW MARKETING PROGRAMS TO DATE; COSTS; RESULTS

The direct mail campaign has gone out. Cally asks if a follow-up plan is in place. VacationFun.com and iBrochure (Madden Media) are on schedule. The iBrochure's focus is on Wine, Waves & Wilderness and December to April events. Cost for this program is per name.

VMC has a campaign coming up with GayTravel.com (part of the agreement about the video shoot).

DogTrekker campaign is doing well and pointing to properties.

CCMedia - Committee reviewed clickthrough rates and remarketing; discussion re inviting Peter Avedschmidt to the next Committee meeting to discuss digital programming

TripAdvisor - VMC has integrated a call to action in digital ads

VII. UPCOMING MARKETING PROGRAMS

Today's Bride - due in November; two-page spread

Geo-fencing program; Brent provided an explanation of the scope of the geo-fencing program along the Redwood Corridor. Proposal to incorporate trivia questions into the program to provoke interest and visitation.

Bay Area News Group; VMC is taking over the Eat, Drink, Play section on January 8. Co-op ads are offered at \$125 on the VMC page

VIII. PROPOSED MARKETING PROGRAM: COMCAST

Committee reviewed proposal from Comcast for broadcast campaign in the Sacramento and Berkeley/Contra Costa areas, with spots on the regional sports network. Roger to create a custom URL for Comcast to use. Sacramento=Family focus; Sports Network=Adventure; Berkeley/Contra Costa=General. Investment including in-stream: \$33,000 +/-

MOTION: Susie motions to recommend to Brent the adoption of the Comcast proposal
Wendy seconds; unanimous

IX. TEMPORARY CONTRACT MARKETING ASSISTANCE

Proposal from Lisa Campolomi

Committee reviewed contract for temporary assistance in the marketing area from November through January. Cost is \$2,500.

MOTION Bernadette motions to recommend hiring Lisa Campolmi for a three-month period from October through January
Susie seconds; unanimous

X. METRICS TO MEASURE MARKETING EFFORTS: WEBSITE, GEO-FENCING, SOCIAL MEDIA, HIDDEN OBJECT GAME

Geo-fencing will be measured by website leads; Hidden Object Game KPI will be the number of downloads. Committee recommends inviting Brendan McGuigan to the next

meeting. Most active social media is Facebook and Instagram, measured in "Likes" and "Followers." Cally raises the question of buying leads and how they convert to travelers.

XI. NEXT STEPS TO CONVERT LEADS: VACATIONFUN, MOTHER JONES, DIRECT MAIL
Committee discussion: VacationFun provides leads; Mother Jones are a reach out to a new audience highlighting county festival and events e.g., Mushroom Festival.

XII. RELATIONSHIP WITH DESTINATION ORGANIZATIONS
Brent is connecting with organizations in the county such as Visit Ukiah, Willits, Destination Hopland, etc. VMC maintains a good working relationship with the Board of Supervisors. Cally asks about Brent and DMAI Certification.

A. Marketing & Communications Summit

Brent proposes a summit in December to discuss PR and marketing; relationships in and out of the county and how to develop them.

XIII. UPDATE ON VIDEO SHOOT

Alison updates the Committee on the video shoot held in the first part of October. Bria and Chrissy from GayTravel.com came as "cast"; Wirewalker Studios provided producer and director. Rain on the first day, otherwise went well. Should have a cut by the end of October.

XIV. HIRING OF MARKETING AGENCY

A. Discuss the gaps and organizational need for a professional agency

Brent initiated the idea of hiring a marketing agency to take on the role of marketing the organization and a rebranding effort. Positives would mean: CCMedia gone; Marketing staff person for support and provide traffic control; agency would provide purchase , creative, placement and monitoring. A Finance Committee mid-year budget review will provide info as to the possibility. Discussion of costs vs. in-house. Following Committee discussion:

MOTION: Bernadette motions to recommend the Executive Director to present an RFP and budget for a marketing agency to start on January 1, 2017.

Wendy seconds; unanimous

XV. REBRANDING DISCUSSION

Rebranding will happen with the strategic plan and will include items such as mission, goals, messaging, styles, etc.

XVI. ACTION ITEMS

MOTION: Susie motions to recommend to the Board to dissolve the relationship with DCI effective the end of October.

Wendy seconds; unanimous

MOTION: Susie motions to recommend to Brent the adoption of the Comcast proposal
Wendy seconds; unanimous

MOTION Bernadette motions to recommend hiring Lisa Campolmi for a three-month period from
October through January
Susie seconds; unanimous

MOTION: Bernadette motions to recommend the Executive Director to present an RFP and
budget for a marketing agency to start on January 1, 2017.
Wendy seconds; unanimous

XVII. FUTURE AGENDA ITEMS

CCMedia: Peter Avedschmidt

Hidden Object Game: Brendan McGuigan

Marketing report

Geo-fencing

RFP - Marketing Committee will review and invite interested board members

Scope of work: social media

NEXT MEETING DATE

November 16, 2017 (9:00AM) at the Little River Inn

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