



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Minutes

DATE: Wednesday, March 6, 2019 TIME: 11:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg CA

*CALL-IN LOCATION: Redwood Empire Fair Grounds, 1055 N. State St, Ukiah CA

CONFERENCE CALL PHONE: (605) 562-0400 / CODE: 443 8581 #

*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

I. CALL TO ORDER

11:11 AM

II. ROLL CALL

a. Committee Members	Attendance Status		Title
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Alyssum Weir (AW)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jennifer Seward (JS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Maegen Loring (ML)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member (Unofficial call in location/ vote = absent)

b. Staff Members	Attendance Status		Title
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Katrina Kessen (KK)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Partner Relations Manager
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests

Martha Bara

III. CHAIR'S COMMENTS

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS

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

V. CONSENT AGENDA ITEMS Discussion Possible Action

- a. Minutes from 2.06.2019 Meeting
AW made the motion for approval, ML 2nd, all present agreed, motion passed, 4 absent

VI. ITEMS FOR REVIEW Discussion

- a. Media Matters World Wide Web Stat Review
(CD - note: add to the Board packet)
- b. 2018/2019 PR Projections, Media Impact Report Review
- c. January & February PR Highlights to date PR
 - National Geographic Traveller (UK Edition) - March 2019; CALIFORNIA DREAMING: pages 72 to 77, 81 to 83, 90
 - Newsweek - Mon, Feb 25, 2019; THE ULTIMATE BUCKET LIST: PEACE & QUIET: pages 5-6
 - Outside Magazine - 03/04.19; 2019 BEST TRIPS: page 54
 - San Joaquin Magazine - Friday, Feb 01, 2019; Totally Sweet: page 16

- Sunset Magazine – Friday, March 01, 2019; Savor: page 6
- Eating Well Magazine – Friday, March 01, 2019 (The California Issue); A Room with a Farm: page 70
- Food and Wine Mexico – 03-01-2019 (VCA-Mexico); Como Enamorarse De La Pinot Noir En 4 Dias: page 46 to 53
AW – PBS Pomo basket makers

d. UK & Global Broadcast Opportunity ✓ **Possible Action**

JS motioned to approve the spending of \$8K to pursue this opportunity, ML 2nd, all present agreed, motion passed, 4 absent

Reach / ROI

- UKTV value of £1,350,000 per episode. There will be 24 repeats over three years, which would roughly equate to £32.4m value / ep
- The anticipated reach of the series is 5.1 million viewers
- International distribution ROI in excess of £10m – across English speaking territories on both terrestrial and digital channels
- Two minutes royalty free content per episodes plus rushes if requested
- Social Media coverage and additional earned media that VCA UK would pitch
- Stills

e. Taste Mendocino Update

- BB and Janice have been hard at work! They are working on a few ideas. Possibly having a farmer’s market set up outside with the winemakers and prepped food inside.
- Taste Mendocino is our next digital/programmatic campaign, expected to start March 18th.
MB – suggests a baguette is provided to the attendees while wine tasting. (possibly asking Schats for assistance)

f. Cannabis Marketing “The Madrones”; tours (Tabled)

XI. FUTURE AGENDA ITEMS ✓ **Discussion**

Cannabis Marketing “The Madrones”; tours

XII. NEXT MEETING DATE ✓ **Discussion**

SET: Wednesday, April 3, 2019 at 11:00 AM 105 W. Clay Street, Ukiah CA and 345 N. Franklin Street, Fort Bragg CA

XIII. ADJOURN ✓ **Action**

JS motioned, 11:45 AM