



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

**DATE:** Wednesday April 4, 2018                      **TIME:** 10:00AM  
**LOCATION:** Little River Inn Admin Offices, 7901 N. Highway One, Little River, CA 95456

*\*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  
10:04AM
- II. ROLL CALL  
Cally Dym, Wendy Roberts, Susie Plocher, Bernadette Byrne (phone), John Dixon (phone)  
Richard Cooper, Alison de Grassi, Richard Strom  
Cate Colombo (LRI)
- III. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*  
No public comment
- IV. APPROVE MINUTES: March 7, 2018  
John Dixon motioned; Wendy seconds; unanimous
- V. THEORYSF:
  - a. BRAND CAMPAIGN LAUNCH: REVIEW OUTLINE
  - b. INTERNAL STAKEHOLDER BRAND LAUNCH EDUCATION: WHERE AND WHEN
  - c. WEBSITE UPDATE
  - d. AUTOMATED LEAD GENERATOR REPORT
  - e. REVIEW AND RECOMMEND UPCOMING MARKETING EXPENDITURES FOR THE BALANCE OF FY 2017/18
  - f. TSF SCOPE OF WORK FOR 2018/19
  - g. "HOW TO MENDO" FILMING

Alison outlined the website progress. The Theory team is working diligently to finish but QA is a long process and they are still dealing with errant code from the current site. The site will have a function that will automatically generate a report to stakeholders indicating traffic sent to stakeholders' websites from the new VMC site. This will enable VMC to more accurately track site metrics.

Alison and Richard described the plan to hold two stakeholder sessions, in Ukiah and Fort Bragg, to educate partners about the new brand and website, and how those will help to assist business. They are waiting for Russell Quinan to confirm a date.

Richard apprised the committee of the anticipated brand launch campaign costs associated with advertising, digital campaigns, bus wraps, billboards. The committee reviewed a spreadsheet showing line item costs for a spend of \$119, 203.54 for the remainder of the 2017/18 fiscal year. The funds would come from the unrestricted reserves.

**Action Item:** The committee made a motion to recommend the Board approve the brand launch campaign expenses from the unrestricted reserves.

Wendy Roberts Motioned; John Dixon Seconded. Motion approved unanimous.

The committee reviewed TheorySF's draft scope of work for 2018/19.

Alison updated the committee on the social media sharing film shoot project. The team will be shooting at iconic county locations on the weekend of April 27-29.

VI. MARKETING PLAN FOR 2018/18 FY

This item was tabled.

**NEXT MEETING DATE**

May 2, 2018 at 11:00AM

**ADJOURN**

10:58AM

**ACTION ITEM:**

The committee made a motion to recommend the Board approve the brand launch campaign expenses from the unrestricted reserves.

Wendy Roberts Motioned; John Dixon Seconded. Motion approved unanimous.