



## **MARKETING, SALES & COMMUNICATION SUMMIT REPORT**

On Monday, January 9, 2017, Visit Mendocino County hosted the 1<sup>st</sup> Annual Marketing, Sales & Communication Summit at the Ukiah Valley Conference Center. The City of Ukiah helped keep the costs low by offering a rental to Visit Mendocino County at a discounted price. There were 135 people pre-registered for the event with 37 at-the-door registrations. Throughout the whole day (with no shows), there were approximately 140 attendees. Out of the attendees, there was representation from both businesses and organizations throughout the county.

The Summit began with the Cannabis forum consisting of Hezekiah Allen, Director of the California Growers Association; Justin Calvino of the Regenerative Design Center; Sarah Bodnar of Bison Media and Brian Applegarth of The Cannabis Trail. As moderator, I received over 30 questions from the audience interested in learning about the many aspects of the legalization of cannabis for the state and the county. The panel was received well by the audience and feedback rated this part of the summit Above Average & Excellent.

The Cannabis forum was followed by a presentation by Lisa Martinez, Rural & Cooperative Marketing Manager of Visit California. Martinez providing statistical information on the travel trends related to domestic and international travel. She also provided information to the audience on opportunities through their agency for businesses and organizations. Martinez also provided information to the audience on how Visit Mendocino County has participated and the benefits of the participation. Although the information presented was valuable, the feedback from the attendees rates this session average and below average.

Following lunch, the attendees then broke up into (9) nine round table discussion topics. These included advertisers, cannabis, content, FIT (foreign independent travel), opportunities with Visit Mendocino County, public relations and social media. There were (3) three opportunities to move from table to table via the 20 minute sessions. The most popular of these sessions were cannabis, social media, public relations and content. Most of the feedback we heard back from attendees that they enjoyed the sessions, wished they were a bit longer for discussion and some were too cannabis focused.

The last portion of the summit included an advertising round table. The advertisers included Mary Jo Mann from the Bay Area News Group; Bruce Colton from Via Magazine and Allison Bruce from Sunset Magazine. Each had 20-25 minutes to present opportunities to the attendees, plus answer any questions from the audience. Many of the attendees asked questions specific to cannabis promotion in the said publications. The Bay Area News Group and Via Magazine received an above average rating, while Sunset Magazine average at an excellent rating.

Overall, the summit were well received by all attendees with a rating of above average. There was overwhelming feedback for Visit Mendocino County to continue to host an annual summit. There were suggestions to Visit Mendocino County to host other types of seminars and trainings throughout the year.

The total revenue brought in from the summit equaled \$1177.59 which helped offset the total cost of the lunch and the rental by 66%. The approved \$500 budget was used to offset most of the remaining balance. VMS exceeded costs by approximately \$107.