



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
COMBINED FESTIVAL & MARKETING COMMITTEE AGENDA**

DATE: Tuesday, August 4, 2020 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/88079998863?pwd=eVpaT0h0ek91K1dEbnVlb1pWUUFBz09>

*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.

1. CALL TO ORDER by BB 10:08 AM

2. ROLL CALL

Festival Committee

Bernadette Byrne (BB)
Tom Liden (TL)
Tom Yates (TY)
Gregg Lamer (GL)
Kevin Brutocao (KB)
Jamie Peters-Connolly (JC)

Attendance Status

X Present Absent
X Present Absent
 Present x Absent
X Present Absent
 Present x Absent
 Present x Absent

Title

Chair
Member
Member
Member
Member
Member

Marketing Committee

Scott Connolly (SC)
Bernadette Byrne (BB)
Susie Plocher (SP)
John Dixon (JD)
Alyssum Weir (AW)
Jennifer Seward (JS)
Cally Dym (CD)
Brett Schlesinger (BS)
Kasie Gray (KG)

Attendance Status

X Present Absent
X Present Absent
X Present Absent
 Present x Absent
X Present Absent
 Present x Absent
X Present Absent
X Present Absent
 Present x Absent

Title

Chair
Member
Member
Member
Member
Member
Member
Member
Member

Staff Members

Travis Scott (TS)
Ramon Jimenez (RJ)

Attendance Status

X Present Absent
X Present Absent

Title

Executive Director
Marketing and Sales Coordinator

Introduction of Guests: Cate Hawthorne- Liquid Fusion

3. CHAIR’S COMMENTS

- **FESTIVAL COMMITTEE CHAIR**
 - Looking forward to updates and creative promotion
- **MARKETING COMMITTEE CHAIR**
 - Excited about PR topics

4. 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.

- AW-Museums closed again since we are on the State watch list

5. CONSENT AGENDA ITEMS Discussion Action Item

- 07.08.2020 Meeting Minutes
- Item tabled to September 1, 2020 meeting.

6. ITEMS FOR REVIEW Discussion Action Items

- #SafeMendocino and #MaskUpMendo
 - TS-PPE forms are on website for pick up in Ukiah, Willits and the Coast
 - Creating video about all the safety precautions business are taking
- Reopening Campaign – See Attached Deck
 - Outdoor Media Options
 - GIFs & Stickers
 - Change background of 2 HTML5 ads (McKerracher and Overhead)
- Fall Campaign – See Attached Deck

- CD- For me, the fonts with the shadow backs get lost in the imagery. Think the bolder fonts work better.
- AW-Maybe lower the verbiage
- AW-Be aware of drone footage that doesn't look realistic
- CD-People now expect drone footage
- TL-Everyone is using drones now so they might want to reproduce what they saw
- BB-Should we use continuity with what fonts we use?
- TS-We do have a brand guideline and these fonts do fall within those guidelines
- TS-We will move forward with this campaign and build a suite to view
- Will use Archer font with a leaf on the letter "A"
- Crab Feast concepts – what are we going to do?
 - TS-Crab cook-along and wine sip-along. Will be a small broadcasted event with 6 wineries and 6 chefs
 - Will only have 20 VIP people for dinner so they can all socially distance
 - TS-Can focus on crab, but what else do we offer?
 - CD-We can discuss what to do in our September meeting
 - BB-If restaurants are still open, we can create restaurant promotion to support them
 - TL-There won't be outdoor dining because of the weather and that's a concern
 - TS-Let's keep it on our radar and discuss further in September
- PR Update
 - 19/20 PR Actuals
 - Communication Pillars
 - PR calendar
 - A writer did two radio interviews as well as an interview on PBS
 - Forbes will be doing an AV focus piece
 - Via is on hold
 - Sunset on hold
 - CNN and New York Times coming in August
- Video Updates
- Social Media Updates/ Analytics
- VMC.com Google Analytics
- Wrap Up | What to Report to the BOD
 - Festival
 - Marketing

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:**
 - Fall Campaign
 - What promotions we want to create in Winter months
- **Marketing Committee:**
 - DogTrekker Contract
 - Communication Pillars (Jamie) 39th Parallel – FOOD!

8. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Tuesday, September 1, 2020 10AM
- **MARKETING TENTATIVE:** Tuesday, September 1, 2020 10AM

9. ADJOURN Action

- 11:35 AM