



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Agenda

DATE: Wednesday, December 5, 2018 TIME: 11:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482

*CALL-IN LOCATION: 345 North Franklin Street, Fort Bragg CA 95437, 1055 N State Street, Ukiah CA 95482

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

II. ROLL CALL

a. Committee Members	Attendance Status		Title
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Wendy Roberts (WR)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jan Rodriguez (JR)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

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

c. Introduction of Guests

Jennifer Seward (JS)

Jo Bradley

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. APPROVE MINUTES 11.07.2018 Discussion Possible Action

VI. Committee Member Updates Discussion Possible Action

- a. Nomination of Jennifer Seward to committee
- b. Member attendance

VII. Marketing plan and budget: December 10, 2018 through June 30, 2019 Discussion Possible Action

- Combo Ionic Media & MediaMatters WorldWide
 - Media Plans w/ Campaign Budget
 - MediaMatters WorldWide Breakdown
 - Campaign Estimate

- Presentation
- Timeline for Rollout

VIII. Rework of Feast Mendocino Branding ✓ Discussion ✓ Possible Action

IX. Crab Feast (~~Winter Feast~~) ✓ Discussion

- Updates
- Landing Page/Digital Campaign

X. Taste Mendocino Event (~~Taste of Mendocino~~) ✓ Discussion

XI. Gourmets on the Go Filming ✓ Discussion

XII. Whale Festivals ✓ Discussion

XIII. FUTURE AGENDA ITEMS ✓ Discussion

XIV. NEXT MEETING DATE ✓ Discussion

TENTATIVE

DATE: Wednesday, January 2, 2019, 2018 TIME: 11:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482

CALL IN: 345 North Franklin Street, Fort Bragg CA 95437

XV. ADJOURN ✓ Action