



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Agenda

DATE: Wednesday, February 6, 2019 TIME: 10:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482

***CALL-IN LOCATIONS: 345 N Franklin St, Fort Bragg CA 95437**

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 Member	Attendance Status		Title
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Martha Barra (MB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Tom Liden (TL)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Tom Yates (TY)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Maria Martinson (MM)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Greg Lamer (GL)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

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

c. Introduction of Guests

III. CHAIR’S COMMENTS

- Introduction of New Committee Members
- Brief Festival Committee History/Description

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 FROM 12.05.2018 Discussion Possible Action

VI. Festival Updates: Discussion

- a. Crab Feast Review
- b. Whale Fest
- c. Spring Feast 2020
- d. (Standing Item) New Festival Development

VII. (Standing Item) Partner Outreach Update Discussion

- (HAP) Hotel Adoption Program Visits
- Stakeholder Training
- Quarterly Stakeholder Meetings
- Networking Opportunities

VIII. Taste Mendocino Discussion Possible Action

- Private Media Event: Thursday, April 25, 2019
- Public Event: Saturday, April 27, 2019

IX. FUTURE AGENDA ITEMS Discussion

- Possibility of combining Festival & Marketing Committees

XI. NEXT MEETING DATE Discussion

TENTATIVE DATE: Wednesday, March 6, 2019 TIME: 10:00 AM PLACE: 105 W. Clay Street, Ukiah CA 95482

XII. ADJOURN Action