



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE AGENDA

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

PLACE: 105 W. Clay Street, Ukiah CA 95482 | 345 North Franklin Street, Fort Bragg CA

CALL-IN LOCATIONS: KOZT FM OFFICES, 110 South Franklin St. Fort Bragg, CA 95437

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50 8962 #

*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

2. ROLL CALL

Festival Committee

Bernadette Byrne (BB)

Martha Barra (MB)

Tom Liden (TL)

Tom Yates (TY)

Gregg Lamer (GL)

Kevin Brutocao (KB)

Jamie Peters-Connolly (JC)

Attendance Status

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Title

Chair

Member

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)

Attendance Status

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Title

Chair

Member

Member

Member

Member

Member

Member

Member

Staff Members

Travis Scott (TS)

Katrina Kessen (KK)

Alison de Grassi (ADG)

Ramon Jimenez (RJ)

Emily Saengarun (ES)

Attendance Status

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Title

Executive Director

Partner Relations Manager

Director of Marketing and Media

Marketing and Sales Coordinator

Administrative Services Manager

Introduction of Guests

3. CHAIR'S COMMENTS

- **FESTIVAL COMMITTEE CHAIR**
- **MARKETING COMMITTEE CHAIR**

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.

5. CONSENT AGENDA ITEMS Discussion Possible Action

- Minutes
 - 1.8.2020 Festival_Marketing Committee

Festival Vote:

Marketing Vote:

6. ITEMS FOR REVIEW Discussion Possible Action Items

- Crab Feast | Recap
- Standing Item) Spring Feast 2020 | EST: Friday, April 17, 2020 – May 3, 2020
 - Spring Brew/Beer Trail Event Planning
 - Beer MendoMoment Headline:
 - Good Times are Brewing

- This Place is Hopping
- Here it's Always Beer-30
- Cheers to the Beers
- Welcome to California's Beer Country

Festival Vote:

Marketing Vote:

- Timeline for promotion – March 17; launch date.
 - Feb 29th All participant information to Alison
 - Mar 6th MendoMoment Complete
 - Mar 9th All campaign assets to MMWW for 3/17 launch
- Beer trail map update [Lisa to send draft map]
- Updated Visitor Guide
https://www.dropbox.com/s/c6g2kbr5t1bj4ls/VMC_Vguide_2020_rnd3-adg.pdf?dl=0

Informational only:

- TOT & BID by year and quarter (attach Treasurer-Tax Collector report from 9/1/19)
 - Whale festival campaign update
 - TSF: Animation storyboards and color rendering: <https://www.dropbox.com/s/gtwws6arj1pvvwd/20200127-Mendocino-sb-v1.pdf?dl=0>
<https://www.dropbox.com/s/g2fujno8rwq7b0k/20200127-Mendocino-sf-v1.jpg?dl=0>
 - MMWW reporting:
 - Survata Study update
 - Crab Festival analytics
 - PR:
 - January Projections:
https://www.dropbox.com/s/v0a6euh91k2ei31/Projections_January2020.xlsx?dl=0
 - FAM trips
 - Press releases
 - Partner Outreach Update
 - Wrap Up | What to Report to the BOD
 - Festival:
 - Marketing

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:**
 - New Standing Item: Current Festival/Event Campaign Analytics' Report from Marketing Staff for Festival Meetings.
- **Marketing Committee:**

8. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Tuesday, March 3, 2020 at 10:00 AM
- **MARKETING TENTATIVE:** Tuesday, March 3, 2020 at 11:00 AM

9. ADJOURN Action