



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

DATE: Tuesday, October 13, 2020 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/83317030441?pwd=Z0NhYXJiRktFRU4xc3FBWnFXR01Edz09>

*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 10:06 AM

2. ROLL CALL

Festival Committee	Attendance Status	Title
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Chair
Tom Liden (TL)	X Present <input type="checkbox"/> Absent	Member
Tom Yates (TY)	X Present <input type="checkbox"/> Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present X Absent	Member
Kevin Brutocao (KB)	<input type="checkbox"/> Present X Absent	Member
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Member

Marketing Committee	Attendance Status	Title
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Member
Susie Plocher (SP)	10:30AM X Present <input type="checkbox"/> Absent	Member
John Dixon (JD)	X Present <input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	X Present <input type="checkbox"/> Absent	Member
Jennifer Seward (JS)	<input type="checkbox"/> Present X Absent	Member
Cally Dym (CD)	10:19AM X Present <input type="checkbox"/> Absent	Member
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Member

Staff Members	Attendance Status	Title
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator

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 Action Item

- 07.8.2020 Meeting Minutes
- 09.01.2020 Meeting Minutes
 - Motion by JS, with correction of marking members present or absent. 2nd by TL Roll Call Vote, Motion Carries

6. ITEMS FOR REVIEW Discussion Action Items

- Enlightn/Cannabis Integration – ED UPDATE
 - BS-Integrate some of the assets Emerald Sun already has into the program
 - We designed an icon for the website
 - We will design a business section for the website as well
 - Can be ready to roll out by early next year (January)
- Fall Campaign and Overview
 - TS-Got our own google ads account set up
 - TS- Began 1st campaign to go through the process and collect analytics

- Website and GA (screen share in the moment)
 - HTML5 Ads take you to “Our View of Fall” landing page
- Leave Nothing Behind but Footprints
 - TS-Signs and banners are up
- Crab Feast/Winter Months Conversation
 - TS-Let’s wait for campaign analytics and then we can discuss at the next meeting
 - BB-Wine Tasting will be difficult since there’s no indoor tasting
 - JD-We closed our wine bar and sales are close to zero
 - CD-We do a lot of take out and very little is alcohol
 - CD-Can do a virtual tasting and have wine delivered to the room
 - BB-Partner a winery with a property
 - TS and BB to dig deeper on this idea. Will report back.
- PR Update
 - 3 FAMs coming in
 - Went over monthly numbers from KOLI Communications
- Website Update
 - Website host Digital Ocean to WP Engine
 - RJ-Switched hosts per Brendan’s recommendation
 - Booking link – *See Attached Contract*
 - HTML5 Ads
- Social Media Updates/ Analytics – *See Attached*
- VMC.com Google Analytics – *See Attached*
- Wrap Up | What to Report to the BOD
 - Festival
 - Report about Fall Campaign and tentative plan to continue to market what is available and accessible to our visitors for a winter program which would mirror what we did for fall
 - Marketing
 - Report on website, booking link and where we are with cannabis

7. FUTURE AGENDA ITEMS ✓ Discussion

- **Festival Committee:** Maybe partnering wineries with lodging properties
- **Marketing Committee:**

8. NEXT MEETING DATE ✓ Discussion

- **FESTIVAL TENTATIVE:** Tuesday, November 3, 2020 10AM
- **MARKETING TENTATIVE:** Tuesday, November 3, 2020 10AM

9. ADJOURN ✓ Action 11:22PM by JC