



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

DATE: Tuesday, October 5, 2021 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/84648856395>

*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 10:07 AM

2. ROLL CALL

Festival Committee

Bernadette Byrne (BB)
Tom Liden (TL)
Tom Yates (TY)
Gregg Lamer (GL)
Sharon Haag (SH)
Katrina Kessen (KK)

Attendance Status

Present X Absent
 Present X Absent
X Present Absent
 Present X Absent
 Present X Absent
X Present 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)
Raakesh Patel (RP)
Cally Dym (CD)
Brett Schlesinger (BS)
Kasie Gray (KG)

Attendance Status

X Present Absent
 Present X Absent
 Present X Absent
X Present Absent
X Present Absent
 Present X Absent
X Present Absent
X Present Absent
X Present Absent

Title

Chair
Member
Member
Member
Member
Member
Member
Member
Member

Staff Members

Travis Scott (TS)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)

Attendance Status

X Present Absent
X Present Absent
X Present Absent

Title

Executive Director
Marketing and Sales Coordinator
Partner Relations & Communications

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.

- TS – Did offer VMC services to create better signs if approved by Dr. Coren

5. CONSENT AGENDA ITEMS Discussion Action Item

- 6.1.2021 Meeting Minutes
- 7.6.2021 Meeting Minutes
- 8.3.2021 Meeting Minutes
- 9.7.2021 Meeting Minutes
- No quorum in Festival Committee

6. ITEMS FOR REVIEW Discussion Action Items

- Travel and Adventure Show SF/Bay Area
 - TS- TS and RJ attending October 22-24
- Cultivar

- JC- Brian made a market visit and met with various partners regarding Q&A's on cannabis tourism as well as meeting with attractions to create a timeline for the program
- CD- Properties with liquor licenses can't promote cannabis so VMC will have to figure out creative ways for those properties to participate
- BS- Brian will be able to provide a lot of the opportunities and the county will have to provide some direction regarding that within the county
- SC- We collectively came up with ideas and it was a very good conversation
- PR Report -FAMs
 - JC- Media trips are beginning again
 - Working on 6 at the moment
 - TS- Highlights: LA Times, Travel and Leisure, Conde Nast Traveller UK
 - TS attending VCA bootcamp later in the month
- Wellness Feast Mendocino
 - CD- Not sure there is enough buy in to swing this by January
 - TS- Crab cook off will become small events throughout the county this upcoming year rather than a large event
 - TS- Another Covid-19 surge expected after the holidays
 - AW- We can focus on a wellness theme for January without a festival
 - SC- in speaking with Brian he was very interested in bringing offerings for January regarding wellness in cannabis, but not sure how it would be incorporated into this
 - CD- Rather than a large feast, I move for us to create and promote a wellness theme month for January
 - KK- I second
 - Motion carries
- KTVU
 - TS- Our account manager resigned, and we did not have an account manager for three weeks, so we ended our relationship with KTVU and currently looking with another news station that is better aligned with our values
 - Team focusing on our online presence again and creating a January campaign with TV, radio, podcast, social media, programmatic and email marketing
 - KG- YouTube ads would be good once the video podcast launches
- Coro Mendocino
 - RJ- October marketing push will be focused on Coro Mendocino
- Room to Roam Analytics – *See Attached*
- Social Media Updates/ Analytics – *See Attached*
- Google Analytics – *See Attached*
- Booking Link – *See Attached*
- Wrap Up | What to Report to the BOD
 - Festival
 - Marketing

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:** Update where we are headed with the wellness month for January
- **Marketing Committee:** Update KTVU program, Cultivar, and analytics

8. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Tuesday, November 2, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, November 2, 2021 10AM

9. ADJOURN Action 11:01 AM by JD