



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

**DATE: Tuesday, November 9, 2021 | START TIME: 10:00 AM**

**PLACE: <https://us02web.zoom.us/j/82786090539>**

\*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)  
Tom Liden (TL)  
Tom Yates (TY)  
Gregg Lamer (GL)  
Katrina Kessen (KK)

**Attendance Status**

Present  Absent  
 Present  Absent  
 Present  Absent  
 Present  Absent  
 Present  Absent

**Title**

Chair  
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**

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  
Member

**Staff Members**

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

**Attendance Status**

Present  Absent  
 Present  Absent  
 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.

**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
- 10.5.2021 Meeting Minutes

**6. ITEMS FOR REVIEW  Discussion  Action Items**

- Sharon Haag Resignation – *See Attached*
- PR Report
- Budget Adjustments
- Cultivar Update
- Resident Sentiment Study
- Visitor Survey

- Mendocino Film Festival
- Q3 Campaign – *See Attached* | Approve
  - Television, Radio, Podcast, Social Media and Programmatic
- Travel and Adventure Show SF/Bay Area
- Room to Roam Update (Call to Action)
- 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:**
- **Marketing Committee:**

8. **NEXT MEETING DATE** ✓ Discussion

- **FESTIVAL TENTATIVE:** Tuesday, December 7, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, December 7, 2021 10AM

9. **ADJOURN** ✓ Action