



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

**DATE: Tuesday, December 1, 2020 | START TIME: 10:00 AM**

**PLACE: <https://us02web.zoom.us/j/88482301003?pwd=T0xjdFZFbzdUN1FEYkZiMGRzTOVSZz09>**

\*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)  
 Kevin Brutocao (KB)  
 Jamie Peters-Connolly (JC)

**Attendance Status**

Present  Absent  
 Present  Absent  
 Present  Absent  
 Present  Absent  
 Present  Absent  
 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)  
 Jennifer Seward (JS)  
 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  
 Present  Absent

**Title**

Chair  
 Member  
 Member  
 Member  
 Member  
 Member  
 Member  
 Member  
 Member

**Staff Members**

Travis Scott (TS)  
 Ramon Jimenez (RJ)

**Attendance Status**

Present  Absent  
 Present  Absent

**Title**

Executive Director  
 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**

- 10.13.2020 Meeting Minutes
- 11.3.2020 Meeting Minutes

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

- Winter Campaign Analytics – *See Attached*
- Winter/Micro Trips
- PR Update
- Social Media Updates/ Analytics – *See Attached*
- VMC.com Google Analytics – *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, January 5, 2021 10AM
  - **MARKETING TENTATIVE:** Tuesday, January 5, 2021 10AM
  
9. **ADJOURN** ✓ Action