



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

DATE: Tuesday, December 7, 2021 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/86390372951>

*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

- 11.9.2021 Meeting Minutes

6. ITEMS FOR REVIEW Discussion Action Items

- PR Report
- Cultivar Update – *See Attached*
- Wellness Campaign
- Podcast Draft – *See Attached*
- Radio Scripts – *See Attached*
- Room to Roam Update – Call to action changed to “Learn More”
- Room to Roam Analytics – *See Attached*
- Social Media Analytics – *See Attached*
- Website 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, January 4, 2022 10AM
- **MARKETING TENTATIVE:** Tuesday, January 4, 2022 10AM

9. **ADJOURN** ✓ Action