



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

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 10:10 AM

2. ROLL CALL

Festival Committee

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

Attendance Status

X Present Absent
X Present Absent
 Present X Absent
X Present Absent
X 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 X Absent
X Present Absent
 Present X Absent
 Present X 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.

- Art Council working on updating gallery brochure

5. CONSENT AGENDA ITEMS Discussion Action Item

- 11.9.2021 Meeting Minutes
 - 1st KK 2nd TL *Motion Carries*

6. ITEMS FOR REVIEW Discussion Action Items

- PR Report
- TS: Kim Westerman from Forbes coming in
- Working on December and January press releases
- Gathering hot sheet information for media
- Cultivar Update – *See Attached*
- JC: Hosted two webinars and sent a follow up survey
- Went very well with overall good feedback
- TS: There’s a lot of excitement with partners that participated

- BB: It was very well done and provided a lot of information regarding the process
- BS: Cannabis is going through the biggest downturn in history and many small farmers in Mendocino County might not be around next season largely with the market conditions and permitting fees.
- Buyers want quality and price and Mendocino County cannot compete in price
- Will put together some possible action items for VMC and committees to consider
- Wellness Campaign
- JC: Wellness specific events email went out last week
- Working on collecting them so we can market them in January
- KK: Going into the New Year we are going to start looking into “Business Wellness” but not sure if we will have something specific to offer during January.
- Podcast Draft – *See Attached*
- Radio Scripts – *See Attached*
- AW: Maybe include something about galleries
- KK: Maybe include something more inland
- CD: Include redwoods
- TL: Include golf since there is one in Ukiah, up north, and on the coast
- 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
 - Report on possible cannabis action items provided by BS

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** 11:04 AM by KK