



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

DATE: Tuesday, February 1, 2022 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/86093336098>

*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 10:05AM

2. ROLL CALL

Festival Committee

Bernadette Byrne (BB)
Tom Liden (TL)
Tom Yates (TY)
Gregg Lamer (GL) 10:09 AM
Katrina Kessen (KK)
Terrie Swift (TS)

Attendance Status

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

Title

Chair
Member
Member
Member
Member
Member

Marketing Committee

Cally Dym (CD)
Bernadette Byrne (BB)
Elizabeth Cameron (EC)
Susie Plocher (SP)
John Dixon (JD)
Alyssum Weir (AW)
Raakesh Patel (RP)
Brett Schlesinger (BS)
Kasie Gray (KG)

Attendance Status

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

Title

Chair
Member
Member
Member
Member
Member
Member
Member
Member

Staff Members

Travis Scott (TRS)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)

Attendance Status

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

Title

Executive Director
Marketing and Sales
Partner Relations & Communications
Marketing & Communications
Festival Coordinator

Introduction of Guests:

- Scott Connolly - MCTC Board of Directors Chair
- Cate Hawthorne - Liquid Fusion Kayaking

3. CHAIR’S COMMENTS:

- **FESTIVAL COMMITTEE CHAIR:** Welcome to Terrie Swift who couldn’t join today. Room for one more festival member
- **MARKETING COMMITTEE CHAIR:** Welcome Elizabeth Cameron, new Marketing Committee member
- **BOD CHAIR:**
 - Due Diligence responsibilities of Committee Members
 - Pre-review of all materials in Agenda Packet
 - Proper use of Motions to advance (or not) discussions/votes on Actionable Items.
 - Serious deliberations on what Non-Actionable Items shall be sent to the full BOD versus Items which may need further committee review and/or may not be necessary for full BOD review.

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

- 1.13.2022 Meeting Minutes – *See Attachment*

- 1st KK 2nd BB *Motion Carries*

6. ITEMS FOR REVIEW Discussion Action Items

- Janis MacDonald – Festival Coordinator
 - TRS: She will be working with VMC staff to bring back events such as the beer trail we never got to release
- PR Report
 - TRS: ABC TV, Kim Westerman- Forbes, Koli Communications-VMC PR Agency, and two more FAMs for this month
 - Key placements: ABC Bay Area, LA, SD, Maxim Magazine, NBC LA and Bay Area, San Francisco Chronicle
 - Media Mission in Mexico City coming up – still figuring out if Koleen is able to attend
- Cultivar Strategies
 - JC: They are working on putting together offerings for partners and stakeholders as well as looking into events around this year's upcoming harvest
- Wellness Campaign
 - JC: Press release, MendoMoment, email blast, and ads were created for January and was successful for being the first year we did it
 - BB: Taste Mendocino has been cancelled for this year
- Rebrand & Website
 - RJ: Will have more to present in May
- Podcast Release
 - RJ: Meeting to discuss release campaign scheduled for later today
- Room to Roam Analytics – *See Attachment*
- Social Media Analytics – *See Attachment*
- Website Analytics – *See Attachment*
- Booking Link – *See Attachment*
- Wrap Up | What to Report to the BOD
 - Festival – Festival Coordinator announcement, upcoming beer trail
 - Marketing

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:** Plan to continue to support organizations and their events, Whale Festival
- **Marketing Committee:**

8. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Tuesday, March 1, 2022 10AM
- **MARKETING TENTATIVE:** Tuesday, March 1, 2022 10AM

9. ADJOURN Action by 10:51 AM by EC