



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

DATE: Tuesday, February 2, 2021 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/89062442113?pwd=ZXMwMk5KTDQ4MTMxQUF0cEpMcFBIQT09>

*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)
 Sharon Haag (SH)
 Margaret Pedroni (MP)
 Katrina Kessen (KK)
 Jamie Peters-Connolly (JC)

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

Marketing Committee

Scott Connolly (SC)
 Bernadette Byrne (BB)
 Susie Plocher (SP)
 John Dixon (JD)
 Alyssum Weir (AW)
 Rakeesh Patel (RP)
 Laura Cover (LC)
 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
 Present Absent

Title

Chair
 Member
 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
- 12.1.2020 Meeting Minutes

6. ITEMS FOR REVIEW Discussion Action Items

- Room to Roam Campaign (Micro Trips)
- Room to Roam Analytics – *See Attached*
- PR Update
- Social Media Updates/ Analytics – *See Attached*
- Google Analytics – *See Attached*

- Festival Schedule
- 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, March 2, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, March 2, 2021 10AM

9. **ADJOURN** ✓ Action