



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

DATE: Tuesday, March 14, 2023 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/82755525869>

*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	Attendance Status	Title
Makenzie Blaylock (MB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chair
Tom Yates (TY)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Katrina Kessen (KK)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Terrie Swift (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Elyse Hopps (EH)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Kelley Litle (KL)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Tawny MacMillan (TM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Marketing Committee	Attendance Status	Title
Cally Dym (CD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chair
Christopher Boettcher (CB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Elizabeth Cameron (EC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Raakesh Patel (RP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Julie Golden (JG)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Staff Members	Attendance Status	Title
Travis Scott (TRS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing and Sales
Jamie Peters-Connolly (JC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Partner Relations & Communications
Mckenzie McLain (MM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing & Communications
Janis MacDonald (JM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Festival Coordinator
Jennifer Seward (JS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Development

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

- 2.07.2023 Meeting Minutes – *See Attachment*

6. ITEMS FOR REVIEW Discussion Action Items

- Festival(s) Update
- Harvest Festival Dates: October 27-November 12, 2023
 - Weekend 1: Mushroom Train, 2: Tidrick, 3: Taste Mendocino
- PR Report
- Visit California’s Outlook Forum

- Denver Travel & Adventure Show
- Podcast Idea – Scott Connolly
- 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 & Marketing Committee Reporting to BOD | Discussion
 - Festival
 - Marketing

7. FUTURE AGENDA ITEMS  Discussion

- **Festival Committee:**
- **Marketing Committee:**

8. NEXT MEETING DATE  Discussion

- **FESTIVAL:** April 4, 2023
- **MARKETING:** April 4, 2023 – **IN PERSON** - Discussion

9. ADJOURN  Action