



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

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

PLACE: <https://us02web.zoom.us/j/88108839183?pwd=VTZWcHBjZ0JtMFFwQ3ZGUfdPalhMz09>

*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 10:04 AM

2. ROLL CALL

Festival Committee	Attendance Status	Title
Bernadette Byrne (BB)	<input type="checkbox"/> Present X Absent	Chair
Tom Liden (TL)	X Present <input type="checkbox"/> Absent	Member
Tom Yates (TY)	<input type="checkbox"/> Present X Absent	Member
Gregg Lamer (GL)	X Present <input type="checkbox"/> Absent	Member
Sharon Haag (SH)	X Present <input type="checkbox"/> Absent	Member
Margaret Pedroni (MP)	X Present <input type="checkbox"/> Absent	Member
Katrina Kessen (KK)	X Present <input type="checkbox"/> Absent	Member
Jamie Peters-Connolly (JC) 10:31AM	X Present <input type="checkbox"/> Absent	Member

Marketing Committee	Attendance Status	Title
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input type="checkbox"/> Present X Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present X Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present X Absent	Member
Alyssum Weir (AW)	X Present <input type="checkbox"/> Absent	Member
Rakeesh Patel (RP)	<input type="checkbox"/> Present X Absent	Member
Laura Cover (LC)	<input type="checkbox"/> Present X Absent	Member
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Member
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Member

Staff Members	Attendance Status	Title
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator

Introduction of Guests:

3. CHAIR’S COMMENTS

- **FESTIVAL COMMITTEE CHAIR**
- **MARKETING COMMITTEE CHAIR**
 - Excited to see campaign analytics

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
- 2.2.2021 Meeting Minutes
 - 1st TL 2nd CD *Roll Call Vote, Motion Passes*

6. ITEMS FOR REVIEW Discussion Action Items

- Room to Roam Analytics – *See Attached*
- Social Media Updates/ Analytics – *See Attached*

- Google Analytics – *See Attached*
- Booking Link – *See Attached*
- PR Report
 - Had media from NPR, AFAR, and Freelance (AFAR) this past week
 - Working on 3 FAMs for march
 - Key placements: Thrillist, NBC LA, SD and Bay Area, Red Tricycle
Doing sparkling round up and beer trail for March PR
- Coro Billboard
 - Visitor Services Committee approved putting a billboard in south Hopland
- Festival Schedule
 - MP: Harvest festival in late Oct/early Nov and can include wineries, breweries, restaurants, etc.
 - Including Ukiah downtown to make it a more inclusive part of the festival
 - CD: Urchin festival first weekend in Nov on the coast
 - Can combine both festivals
 - KK: Pumpkinfest still doing their event 2nd weekend of October. Not sure if Hopland is still planning their harvest fest. They could all be combined together.
 - TS: Destination Hopland is still not currently meeting but they might come back together if we make them aware of our plans.
 - If Mushroom Feast can be revived it can be shifted to January taking on the health and wellness angle
 - MP: We should create sub-committees for each of the festivals to discuss further
- Wrap Up | What to Report to the BOD
 - Festival
 - Update on festival and sub-committees were created with a November and January Focus
 - Marketing
 - Booking Link and analytics

7. FUTURE AGENDA ITEMS Discussion

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

8. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Tuesday, April 6, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, April 6, 2021 10AM

9. ADJOURN Action 11:00AM by JC