



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**COMBINED FESTIVAL & MARKETING COMMITTEE AGENDA**

**DATE: Tuesday, March 3, 2020 | START TIME: 10:00 AM**

**PLACE: 105 W. Clay Street, Ukiah CA 95482 | 345 North Franklin Street, Fort Bragg CA**

**CALL-IN LOCATIONS: KOZT, 110 South Franklin St. Fort Bragg, CA | Redwood Empire Fair, 1055 N State St, Ukiah CA**

**BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50 8962 #**

\*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)

Martha Barra (MB)

Tom Liden (TL)

Tom Yates (TY)

Gregg Lamer (GL)

Kevin Brutocao (KB)

Jamie Peters-Connolly (JC)

**Attendance Status**

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

Present  Absent

**Title**

Chair

Member

Member

Member

Member

Member

Member

**Marketing Committee**

Scott Connolly (SC)

Bernadette Byrne (BB)

Susie Plocher (SP)

John Dixon (JD)

Alyssum Weir (AW)

Jennifer Seward (JS)

Cally Dym (CD)

Brett Schlesinger (BS)

**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

**Staff Members**

Travis Scott (TS)

Katrina Kessen (KK)

Ramon Jimenez (RJ)

Emily Saengarun (ES)

**Attendance Status**

Present  Absent

Present  Absent

Present  Absent

Present  Absent

**Title**

Executive Director

Partner Relations Manager

Marketing and Sales Coordinator

Administrative Services Manager

**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  Possible Action**

- Minutes
  - 10.15.2019 Marketing Meeting Minutes
  - 1.8.2020 Festival\_ Marketing Committee Minutes
  - 2.4.2020 Festival \_ Marketing Committee Minutes

**6. ITEMS FOR REVIEW  Discussion  Possible Action Items**

- Crab Feast | Survey Results
- Standing Item) Spring Feast 2020 | EST: Friday, April 17, 2020 to May 17, 2020
  - Spring Brew/Beer Trail Event Planning
    - Window Clings | Yard Signs | Brochures/Maps (*See Attached Image*)
  - Timeline for promotion – March 17; launch date.

- Feb 29<sup>th</sup> All participant information
- Mar 6<sup>th</sup> MendoMoment Complete
- Mar 9<sup>th</sup> All campaign assets to MMWW for 3/17 launch
- Marketing Update | PR
  - *See Attached Images*
- SD & LA Travel & Adventure Show Recap
- Updated Visitor Guide
- State Fair Booth
- Division of Duties

Informational only:

- Whale festival campaign update.
- Any MMWW reporting
- Any TheorySF
- Partner Outreach Update
- Wrap Up | What to Report to the BOD
  - Festival
  - Marketing

**7. FUTURE AGENDA ITEMS  Discussion**

- **Festival Committee:**
  - New Standing Item: Current Festival/Event Campaign Analytics' Report from Marketing Staff for Festival Meetings.
  - Results of the 2 taglines (when available), most popular?
    - Good times are Brewing (or)
    - This Place is Hopping
- **Marketing Committee:**
  - Research current contracts, strategies and budgets.
  - Answer the question: best to put (the smaller amount of) marketing dollars towards branding or events?

**8. NEXT MEETING DATE  Discussion**

- **FESTIVAL TENTATIVE:** Tuesday, April 7, 2020
- **MARKETING TENTATIVE:** Tuesday, April 7, 2020

**9. ADJOURN  Action**