



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

**DATE: Tuesday, April 4, 2023 | START TIME: 10:00 AM**

**PLACE: Little River Inn: Abalone Room 7901 N. Hwy One Little River CA 95456**

**and**

**Visit Mendocino County: 105 W. Clay Street Ukiah, CA 95482**

**and**

**ZOOM: <https://us02web.zoom.us/j/89821501991>**

\*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**

Makenzie Blaylock (MB)  
 Tom Yates (TY)  
 Gregg Lamer (GL)  
 Katrina Kessen (KK)  
 Elyse Hopps (EH)  
 Kelley Litle (KL)  
 Tawny MacMillan (TM)

**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**

Cally Dym (CD)  
 Christopher Boettcher (CB)  
 Elizabeth Cameron (EC)  
 Alyssum Weir (AW)  
 Raakesh Patel (RP)  
 Brett Schlesinger (BS)  
 Kasie Gray (KG)  
 Julie Golden (JG)

**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 (TRS)  
 Ramon Jimenez (RJ)  
 Jamie Peters-Connolly (JC)  
 Mckenzie McLain (MM)  
 Janis MacDonald (JM)  
 Jennifer Seward (JS)

**Attendance Status**

Present  Absent  
 Present  Absent  
 Present  Absent  
 Present  Absent  
 Present  Absent  
 Present  Absent

**Title**

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

- 3.14.2023 Meeting Minutes – *See Attachment*

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

- Festival(s) Update
- Grant Funding Approval – *See Attachment*

- PR Report
- DMA West Tech Summit
- 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 ↕ Action Items

- Meeting Dates/Times | Discussion | Approve New Date/Time
- **FESTIVAL:** May 2, 2023
- **MARKETING:** May 2, 2023 – **IN PERSON**

9. ADJOURN ↕ Action