



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

DATE: Tuesday, April 6, 2021 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/84104259086?pwd=N3BVa2c5RUtzS2dJWXJKdUJ6SllkZz09>

*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 10:08 AM

2. ROLL CALL

Festival Committee	Attendance Status	Title
Bernadette Byrne (BB)	X Present <input type="checkbox"/> 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)	<input type="checkbox"/> Present X Absent	Member
Sharon Haag (SH)	X Present <input type="checkbox"/> Absent	Member
Margaret Pedroni (MP) 10:58AM	X Present X Absent	Member
Katrina Kessen (KK)	<input type="checkbox"/> Present X Absent	Member
Jamie Peters-Connolly (JC)	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)	X Present <input type="checkbox"/> Absent	Member
Susie Plocher (SP)	X Present <input type="checkbox"/> 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) 10:35AM	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**
 - Excited to see what we do in regards to promotions for fall
- **MARKETING COMMITTEE CHAIR**
 - We are fully marking and looking forward to the 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

- 3.2.2021 Meeting Minutes
- 1st JC 2nd BS *Motion Carries*

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

- 4-page spread in Conde Nast Traveler
- Key placements: AFAR, Diablo Magazine, Paddling Magazine, Style Magazine
- Festival Schedule
 - BB: Festival would likely be in November. October is still fire season.
 - BS: Cannabis and Wineries could put together stops for harvesting/processing
 - BB: AVBC could host an anchor event in their beer garden
 - TS: Inland and coastal sub committees will get together to discuss ideas for each region
 - TS: We will brainstorm names for the feast/festival/celebration
 - TS: October 29-November 7 as the dates
 - JC: I like the wellness concept focus for January
 - BB: Renewal focus
- 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, May 4, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, May 4, 2021 10AM

9. ADJOURN Action 11:22 AM Motion to Adjourn by JC