



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

DATE: Tuesday, May 12, 2020 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/81933044537>

*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)
 Kasie Gray (KG)

Attendance Status

Present Absent
 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
 Member

Staff Members

Travis Scott (TS)
 Ramon Jimenez (RJ)
 Emily Saengarun (ES)

Attendance Status

Present Absent
 Present Absent
 Present Absent

Title

Executive Director
 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
 - 03.03.2020 Minutes

6. ITEMS FOR REVIEW Discussion Possible Action Items

- Fall Festivals – Direction/What do they look like in 2020?
 - Promotion to get people back as visitors and not necessarily event attendees
- VMC Clean & Safe Certification
- PR Update
- ThoerySF Tasks:
 - Booking Engine on Website

- Add functionality to have events listings auto emailed to constituents every two weeks with accurate events by that particular time period (1-15th/ 15th - 30th).
- Cannabis category on website
- Add the ability for constituents to add their own events information (copy/images) with approval to go live by VMC.
- Reopening Campaign
- New Tag Line? 25K
- Video Updates
- Social Media
- VMC.com Google Analytics
- State Fair Booth
- 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.
- **Marketing Committee:**
 - Answer the question: best to put (the smaller amount of) marketing dollars towards branding or events?

8. NEXT MEETING DATE ✓ Discussion

- **FESTIVAL TENTATIVE:** Tuesday, June 2, 2020
- **MARKETING TENTATIVE:** Tuesday, June 2, 2020

9. ADJOURN ✓ Action