



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

**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)

**Attendance Status**

Present  Absent  
 Present  Absent

**Title**

Executive Director  
 Marketing and Sales Coordinator

**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

DISCUSSION: TS: Fall Festivals-Mendocino College not hosting Mushroom Festival due to being a large gathering

BB: Printed brochure not realistic this year

MB: Agreed with BB

CD: Can use beer trail and partner with outdoor businesses to practice safe distancing

JC: Maybe use a rack card

AW: Do not use “festival” in promotion.

BB: Room to roam etc.

TS: More as something individuals can do rather than large amounts of people

BB: Exploration, trail etc. Not “event”

AW: Spotlight trails, venues

BB: Incorporate whales into promotion

- VMC Clean & Safe Certification – DISCUSSION ON ITEM CONCLUDED TO LET BOD DECIDE WEATHER TO CONTINUE OR NOT.
- PR Update: TS: 5 FAMs on hold, 6 articles on hold, 2 radio interviews
- 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
  - BB: Report to board- For Fall utilize room to roam concept and beer trail concept to highlight all of our natural resources and our assets
  - -No traditional print brochure. Go digital and create rack card style content
  - -Opportunity for restaurants or other menus create special menus and plates with mushroom, without calling it a mushroom feast
  - -Whales in Oct. Autumn trails in Nov.

## 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, July 7, 2020 10:00 AM
- **MARKETING TENTATIVE:** Tuesday, July 7, 2020 10:00 AM

## 9. ADJOURN Action