



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

DATE: Tuesday, May 3, 2022 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/88319914568>

*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

Festival Committee	Attendance Status	Title
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chair
Tom Liden (TL)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Tom Yates (TY)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Katrina Kessen (KK)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Terrie Swift (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Elyse Hopps (EH)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Kelley Litle (KL)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member

Marketing Committee

Marketing Committee	Attendance Status	Title
Cally Dym (CD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Elizabeth Cameron (EC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Raakesh Patel (RP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member

Staff Members

Staff Members	Attendance Status	Title
Travis Scott (TRS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing and Sales
Jamie Peters-Connolly (JC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Partner Relations & Communications
Mckenzie McLain (MM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing & Communications
Janis MacDonald (JM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Festival 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 Action Item

- 4.5.2022 Meeting Minutes – *See Attachment*

6. ITEMS FOR REVIEW Discussion Action Items

- Approve Kelley Litle as Festival Committee Member
- PR Report
- Marketing Plan 2022/2023 – *See Attachment*
- Beer Trail Update
- Almost Fringe Festival Update

- Fall Harvest Festival Update
- Crab Festival
- Festival Names
 - Harvest Festival Mendocino
 - Crab, Seafood & Spirits
- Cultivar Strategies
- Rebranding and Website Update
- Determine event marketing support parameters
- Podcast Update
- Rebrand and Website Update
- 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

- **FESTIVAL TENTATIVE:** Tuesday, June 7, 2022 10AM
- **MARKETING TENTATIVE:** Tuesday, June 7, 2022 10AM

9. **ADJOURN** ↗ Action