



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

DATE: Tuesday, June 1, 2021 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/82342119268?pwd=MUIKRGFNYitRbWhMYzJySW9CRnlHdz09>

*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

	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
Sharon Haag (SH)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Margaret Pedroni (MP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Katrina Kessen (KK)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member

Marketing Committee

	Attendance Status	Title
Scott Connolly (SC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<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
Laura Cover (LC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Cally Dym (CD)	<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

	Attendance Status	Title
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator
Jamie Peters-Connolly (JC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Partner Relations & Communications

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

- 5.4.2021 Meeting Minutes

6. ITEMS FOR REVIEW Discussion Action Items

- Cultivar Strategies | Approve
- Marketing Plan 2021/22 | Approve – *See Attached*
- KTVU Contract | Approve – *See Attached*
- PR Report
- Festival Subcommittee Report – *See Attached*
- Room to Roam Update – New Creative
- Room to Roam Analytics – *See Attached*

- Social Media Updates/ Analytics – *See Attached*
- Google Analytics – *See Attached*
- Booking Link – *See Attached*
- 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, July 6, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, July 6, 2021 10AM

9. **ADJOURN** ✓ Action