



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

**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 10:01 AM**

**2. ROLL CALL**

**Festival Committee**

	<b>Attendance Status</b>	<b>Title</b>
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Chair
Tom Liden (TL)	X Present <input type="checkbox"/> Absent	Member
Tom Yates (TY)	X Present <input type="checkbox"/> Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present X Absent	Member
Sharon Haag (SH)	<input type="checkbox"/> Present X Absent	Member
Margaret Pedroni (MP)	<input type="checkbox"/> Present X Absent	Member
Katrina Kessen (KK)	X Present <input type="checkbox"/> Absent	Member

**Marketing Committee**

	<b>Attendance Status</b>	<b>Title</b>
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present X Absent	Member
John Dixon (JD)	X Present <input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	X Present <input type="checkbox"/> Absent	Member
Raakesh Patel (RP)	<input type="checkbox"/> Present X Absent	Member
<del>Laura Cover (LC)</del>	<del><input type="checkbox"/> Present <input type="checkbox"/> Absent</del>	<del>Member</del>
Cally Dym (CD) 10:08AM	X Present <input type="checkbox"/> Absent	Member
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Member

**Staff Members**

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

**Introduction of Guests:**

- Brian Applegarth - Cultivar Strategies
- James Leitz - Cultivar Strategies

**3. CHAIR’S COMMENTS**

- **FESTIVAL COMMITTEE CHAIR**
  - Looking forward to coastal subcommittee meeting regarding fall offerings
- **MARKETING COMMITTEE CHAIR**
  - Also interested in what was discussed since unable to attend even though part of the subcommittee

**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
  - 1<sup>st</sup> BS 2<sup>nd</sup> AW *Motion Carries*

**6. ITEMS FOR REVIEW  Discussion  Action Items**

- Cultivar Strategies | Approve
  - Move to begin contract negotiation with this vendor
  - 1<sup>st</sup> JD 2<sup>nd</sup> CD *Motion Carries*

- Marketing Plan 2021/22 | Approve – *See Attached*
  - Approve marketing plan with minor grammatical edits
  - 1<sup>st</sup> BB 2<sup>nd</sup> AW *Motion Carries*
- KTVU Contract | Approve – *See Attached*
  - 1<sup>st</sup> CD 2<sup>nd</sup> BB *Motion Carries*
- PR Report
  - 2 FAM Trips currently being planned
  - June Suds and Buds press release
  - Working on communication pillars for next year
  - 91 placements last month
- Festival Subcommittee Report – *See Attached*
  - Schedule another inland subcommittee meeting to continue discussions
- 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: Purple urchin updates
  - Marketing: Where we are going with Cultivar and KTVU and what that looks like

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 by TY 11:35 AM