



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE AGENDA

DATE: Tuesday, June 6, 2023 | START TIME: 10:00 AM

PLACE: The Andiron Seaside Inn & Cabins, 6051 N Highway 1, Little River, CA 95456

and

Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

ZOOM: <https://us02web.zoom.us/j/81741672434>

*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

Makenzie Blaylock (MB)
Tom Yates (TY)
Gregg Lamer (GL)
Katrina Kessen (KK)
Elyse Hopps (EH)
Kelley Litle (KL)
Tawny MacMillan (TM)

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

Cally Dym (CD)
Christopher Boettcher (CB)
Elizabeth Cameron (EC)
Alyssum Weir (AW)
Raakesh Patel (RP)
Brett Schlesinger (BS)
Kasie Gray (KG)
Julie Golden (JG)

Attendance Status

[] Present [] Absent
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[] Present [] Absent
[] Present [] Absent
[] Present [] Absent

Title

Chair
Member
Member
Member
Member
Member
Member
Member

Staff Members

Travis Scott (TRS)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Jennifer Seward (JS)

Attendance Status

[] Present [] Absent
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[] Present [] Absent
[] Present [] Absent
[] Present [] Absent

Title

Executive Director
Marketing and Sales
Partner Relations & Communications
Marketing & Communications
Festival Coordinator
Development

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 [x] Discussion [x] Action Item

- 3.14.2023 Meeting Minutes Approved at Board of Directors 4.13.2023 Meeting



6. ITEMS FOR REVIEW [x] Discussion [x] Action Items

- Festival(s) Update
Grant Funding

- Mendocino County Arts Organizations' Update (Alyssum)
- PR Report
- CA Cup Update
- Meet & Greet June 13th in Hopland
- Brand Awareness Study Proposal – *See Attachment | Approve*
- Marketing Report Draft – *See Attachment | Approve*
- Website/Brand Launch Update
 - Website Preview, Commercials, Advertisements
 - Media Outlets – *See Attachment | Approve*
 - Video Podcast/Show
 - Brand Launch Timeline
- 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  Action Items

- Meeting Dates/Times | Approve New Date/Time | Discussion
- **FESTIVAL:** July 11, 2023 at 10:00 AM – **In Person**
- **MARKETING:** July 11, 2023 at 10:00 AM – **In Person**

9. ADJOURN  Action