



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

**DATE: Tuesday, June 7, 2022 | START TIME: 10:00 AM**

**PLACE: <https://us02web.zoom.us/j/81016981801>**

\*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**

<b>Festival Committee</b>	<b>Attendance Status</b>	<b>Title</b>
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**

<b>Marketing Committee</b>	<b>Attendance Status</b>	<b>Title</b>
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**

<b>Staff Members</b>	<b>Attendance Status</b>	<b>Title</b>
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**

- 5.3.2022 Meeting Minutes – *See Attachment*

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

- Agency Xi Brand Exploration – *See Attachment*
- Media Contracts Q1 Discussion
- PR Report
- Mendocino Harvest Festival
- Seafood & Sips Festival

- Cultivar Strategies
- Event Marketing Support Parameters – *See Attachment*
- Podcast 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, July 5, 2022 10AM
- **MARKETING TENTATIVE:** Tuesday, July 5, 2022 10AM

9. **ADJOURN** ✓ Action