



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

DATE: Tuesday, July 6, 2021 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/83058133456?pwd=Rm1yT0tHcXc5Y0xxVEI4ZkQrWTRMUT09>

*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 10:06 AM

2. ROLL CALL

Festival Committee

Bernadette Byrne (BB)
Tom Liden (TL)
Tom Yates (TY)
Gregg Lamer (GL)
Sharon Haag (SH)
Margaret Pedroni (MP)
Katrina Kessen (KK)

Attendance Status

X Present Absent
X Present Absent
 Present X Absent
 Present X Absent
 Present X Absent
 Present X Absent
X Present Absent

Title

Chair
Member
Member
Member
Member
Member
Member

Marketing Committee

Scott Connolly (SC)
Bernadette Byrne (BB)
Susie Plocher (SP)
John Dixon (JD)
Alyssum Weir (AW)
Raakesh Patel (RP)
Cally Dym (CD)
Brett Schlesinger (BS)
Kasie Gray (KG) 10:08 AM

Attendance Status

X Present Absent
X Present Absent
 Present X Absent
 Present X Absent
X Present Absent
 Present X Absent
X Present Absent
X Present Absent
X Present Absent

Title

Chair
Member
Member
Member
Member
Member
Member
Member
Member

Staff Members

Travis Scott (TS)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)

Attendance Status

X Present Absent
X Present Absent
X Present Absent

Title

Executive Director
Marketing and Sales Coordinator
Partner Relations & Communications

Introduction of Guests:

- Sandy Marks – Emerald Sun

3. CHAIR’S COMMENTS

• **FESTIVAL COMMITTEE CHAIR**

- A lot of exciting events for this fall and looking forward to the updates

• **MARKETING COMMITTEE CHAIR**

- No Comments

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

- 6.1.2021 Meeting Minutes
- No quorum

6. ITEMS FOR REVIEW Discussion Action Items

- PR Report
 - 3 FAM trips this month including Koleen coming in at the end of July
 - Just sent our top 10 things of summer press release
- Roberta Gonzales/KTVU 2
 - First commercials ran last week

- Ticker begins this week
- Cultivar Strategies – *See Attached | Approve*
 - 1st BB 2nd CD *Motion Carries*
- Burrelles Contract
 - Signed a new contract for next fiscal year
- #safemendocino
 - New visitor readiness guide has been put on vistmendocino.com and mendocinotourism.org
- Festival Subcommittee Report – *See Attached*
 - JC: Working on Inland, Anderson Valley, and Coastal event planning
 - AVBC will have a Huge Archer event on November 6
 - Gowan’s having their 145th harvest and she’s planning something around that and getting involved
 - BS: Emerald Sun event will be 11-4pm October 30th – Farmer’s market meets county fair
 - Showcasing the best of made in Mendocino. Crafts, artisans, music, food
 - Working on a plan for donation towards wildfire relief at the event
 - BB: Mendocino Growers organizes the August Mendocino County wine competition. Gold medal winners could have a wine booth at the event
 - BS: Would likely create a raffle and have each participating booth donate one item to go towards that
 - Would like to have both beer and wine booths
 - BB: 4-6pm October 30th Hopland new charter school will be having a fundraiser
 - KK: Hanger 39 still considering doing a whiskey dinner during the week
 - CD: Finally got commercial diver to be able to sell urchins to restaurants
 - Multiple Inns and restaurants doing dinners, tasting and educational sessions
 - CD: Can we pick dates for January?
 - MCC doing crab cake cook-off at the end of February FYI.
 - RJ: Last year was January 24-February 2
 - CD: January 21-30 2022 event and the wellness/renewal concept
- Room to Roam Update
 - Ads have been updated with new images
- 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
 - Ultimate Harvest Experience update
 - Wellness/Renewal dates in January and Crab cake cookoff February dates
 - Marketing

7. FUTURE AGENDA ITEMS  Discussion

- **Festival Committee:**
- **Marketing Committee:**

8. NEXT MEETING DATE  Discussion

- **FESTIVAL TENTATIVE:** Tuesday, August 3, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, August 3, 2021 10AM

9. ADJOURN  Action 11:19 AM by TL