



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

DATE: Tuesday, August 4, 2020 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/88079998863?pwd=eVpaT0h0ek91K1dEbnVlb1pWUUFBZz09>

*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

- Bernadette Byrne (BB)
- Tom Liden (TL)
- Tom Yates (TY)
- Gregg Lamer (GL)
- Kevin Brutocao (KB)
- Jamie Peters-Connolly (JC)

Attendance Status

- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent

Title

- Chair
- Member
- Member
- Member
- Member
- Member

Marketing Committee

- Scott Connolly (SC)
- Bernadette Byrne (BB)
- Susie Plocher (SP)
- John Dixon (JD)
- Alyssum Weir (AW)
- Jennifer Seward (JS)
- Cally Dym (CD)
- Brett Schlesinger (BS)
- Kasie Gray (KG)

Attendance Status

- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent

Title

- Chair
- Member
- Member
- Member
- Member
- Member
- Member
- Member
- Member

Staff Members

- Travis Scott (TS)
- Ramon Jimenez (RJ)

Attendance Status

- Present Absent
- Present Absent

Title

- Executive Director
- Marketing and Sales 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

- 07.08.2020 Meeting Minutes

6. ITEMS FOR REVIEW Discussion Action Items

- #SafeMendocino and #MaskUpMendo
- Reopening Campaign – See Attached Deck
 - Outdoor Media Options
 - GIFs & Stickers
- Fall Campaign – See Attached Deck
- Crab Feast concepts – what are we going to do?
- PR Update
 - 19/20 PR Actuals
 - Communication Pillars
 - PR calendar

- Video Updates
- Social Media Updates/ Analytics
- VMC.com Google Analytics
- Wrap Up | What to Report to the BOD
 - Festival
 - Marketing

7. **FUTURE AGENDA ITEMS** ✓ Discussion

- **Festival Committee:**
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- **Marketing Committee:**
 - Future agenda item: Put together resources of open businesses

8. **NEXT MEETING DATE** ✓ Discussion

- **FESTIVAL TENTATIVE:** Tuesday, September 1, 2020 10AM
- **MARKETING TENTATIVE:** Tuesday, September 1, 2020 10AM

9. **ADJOURN** ✓ Action