



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, August 8, 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/82090816206>

*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
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent

Title

- Chair
Member
Member
Member
Member
Member
Member
Member

Staff Members

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

Attendance Status

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

Title

- Chief Executive Officer
Director of Marketing
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 ✓ Discussion ✓ Action Item

- 6.06.2023 Meeting Minutes – **See Attachment | Approve**
- 7.11.2023 Meeting Minutes – **See Attachment | Approve**

6. ITEMS FOR REVIEW ✓ Discussion ✓ Action Items

- Festival(s) Update
- PR Report
- State Fair/Cannabis Expo – *See Attachment*
- Cannabis Tourism – Market Visit
 - Brian Applegarth Meeting
- Brand Launch Update
 - Commercial Voice – Talent Scouting
 - Mendocino Drone
 - Tim Poma
- Website Update
 - Content Additions
 - Webcams of Mendocino County
 - Partner Organizations on Website – Visit California, North of Ordinary, Leave No Trace, Highway 128
 - Sustainability & DEI Statements on Website
- Building Signs – *See Attachment*
- Email Signatures – *See Attachment*
- DogTrekker Annual Report – *See Attachment*
- Programmatic 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

- **FESTIVAL:** September 5, 2023 at 10:00 AM – **In Person**
- **MARKETING:** September 5, 2023 at 10:00 AM – **In Person**

9. ADJOURN  Action