



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

DATE: Tuesday, September 1, 2020 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/88322087132?pwd=UU5FcC9ZaUlweVBHWHhXem8yR3VuUT09>

*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

- 08.04.2020 Meeting Minutes

6. ITEMS FOR REVIEW Discussion Action Items

- Marketing Plan 2020/2021 – APPROVE and send to BoD for Approval
- Enlightn Proposal – See Attached – APPROVE within marketing budget
- DogTrekker Contract – See Attached - APPROVE within marketing budget
- Re-opening Campaign Complete
- Fall Campaign – See Attached Deck
- Leave Nothing Behind but Footprints – See Attached Deck - APPROVE within marketing budget
- Crab Feast/Winter Months Conversation
- PR Update
 - Communication Pillars: Jamie 39th Parallel – Food
- 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:**
- **Marketing Committee:**
 - Put together resources of open businesses

8. NEXT MEETING DATE ✓ Discussion

- **FESTIVAL TENTATIVE:** Tuesday, October 13, 2020 10AM
- **MARKETING TENTATIVE:** Tuesday, October 13, 2020 10AM

9. ADJOURN ✓ Action