



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

DATE: Tuesday, September 5, 2023 | START TIME: 10:00 AM
PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482
and
ZOOM: <https://us02web.zoom.us/j/86855189187>

1. CALL TO ORDER

2. ROLL CALL

Festival Committee

	Attendance Status	Title
Makenzie Blaylock (MB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chair
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
Elyse Hopps (EH)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Kelley Litle (KL)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Tawny MacMillan (TM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member

Marketing Committee

	Attendance Status	Title
Cally Dym (CD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chair
Christopher Boettcher (CB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member
Elizabeth Cameron (EC)	<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
Julie Golden (JG)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Member

Staff Members

	Attendance Status	Title
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chief Executive Officer
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Director of Marketing
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
Jennifer Seward (JS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Development

Introduction of Guests:

3. CHAIR'S COMMENTS:

- **FESTIVAL COMMITTEE CHAIR:**
- **MARKETING COMMITTEE CHAIR:**

4. PUBLIC COMMENT ON NON-AGENDA ITEMS

The committee cannot discuss issues or take action on any requests during the comment period.

5. SCOTT CONNOLLY FAREWELL

6. ELECT SLATE OF NEW COMBINED FESTIVAL AND MARKETING COMMITTEE:

- Proposed Slate of Members:
 - Cally Dym, Chair
 - Makenzie Blaylock, Co-Chair
 - Katrina Kessen
 - Elyse Hopps
 - Kelley Litle
 - Tawny MacMillan
 - Christopher Boettcher
 - Elizabeth Cameron
 - Alyssum Weir
 - Kasie Gray
 - Julie Golden

7. CONSENT AGENDA ITEMS ✓ Discussion ✓ Action Item

- 6.06.2023 Meeting Minutes – **See Attachment | Approve**
- 7.11.2023 Meeting Minutes – **See Attachment | Approve**
- 8.08.2023 Meeting Minutes – **See Attachment | Approve**

8. COMBINED COMMITTEE HOUSEKEEPING

- Bylaw Update
- Combined Festival and Marketing Committee Responsibilities

9. ITEMS FOR REVIEW ✓ Discussion ✓ Action Items

- Festival(s) Update
- PR Report
- Cannabis Awards Reception
- County Fair Banners
- Visitor Guide Update
- Gateway Signage Update
- Cannabis on Website – *Discussion*
- Winesong
- Building Signs – *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
 - Marketing Committee Reporting to BOD | *Discussion*

10. FUTURE AGENDA ITEMS ✓ Discussion

VISIT
MENDOCINO

11. NEXT MEETING DATE Discussion Action Items

- MARKETING: October 3, 2023 at 10:00 AM

12. ADJOURN Action