



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

**DATE: Tuesday, September 7, 2021 | START TIME: 10:00 AM**

**PLACE: <https://us02web.zoom.us/j/87082280435>**

\*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)  
 Sharon Haag (SH)  
 Margaret Pedroni (MP)  
 Katrina Kessen (KK)

**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**

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)

**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)  
 Jamie Peters-Connolly (JC)

**Attendance Status**

Present  Absent  
 Present  Absent  
 Present  Absent

**Title**

Executive Director  
 Marketing and Sales Coordinator  
 Partner Relations & Communications

**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**

- 6.1.2021 Meeting Minutes
- 7.6.2021 Meeting Minutes
- 8.3.2021 Meeting Minutes

**6. ITEMS FOR REVIEW  Discussion  Action Items**

- Harvest Feast Mendocino
- Wellness Feast Mendocino
- ESTO by U.S. Travel Association (Educational Seminar for Tourism Organizations)
- Mirror Clings
- RoGoPro-Roberta Gonzales Productions
- 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
  - Marketing

7. **FUTURE AGENDA ITEMS** ✓ Discussion

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

8. **NEXT MEETING DATE** ✓ Discussion

- **FESTIVAL TENTATIVE:** Tuesday, October 5, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, October 5, 2021 10AM

9. **ADJOURN** ✓ Action