



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

**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 10:05 AM**

**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**

X Present  Absent  
 X Present  Absent  
 X Present  Absent  
 X Present  Absent  
 Present X Absent  
 Present X Absent  
 X 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) 10:29AM

**Attendance Status**

X Present  Absent  
 X Present  Absent  
 Present X Absent  
 Present X Absent  
 X Present  Absent  
 Present X Absent  
 Present X Absent  
 Present X Absent  
 Present X 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 X Absent  
 X Present  Absent  
 X Present  Absent

**Title**

Executive Director  
 Marketing and Sales Coordinator  
 Partner Relations & Communications

**Introduction of Guests:**

**3. CHAIR’S COMMENTS**

**FESTIVAL COMMITTEE CHAIR**

- At this time Ultimate Harvest Experience is going to be a digital promotion rather than call for events due to the Covid Surge.

**MARKETING COMMITTEE CHAIR**

- Board of Supervisors had an emergency meeting regarding water hauling to the coast. Travis comments were very well received and made it known we had dropped the fall festival and marketing brand awareness and our budget was not tapped.
- Very Impressed with the FAM tours I was a part of.

**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
- No quorum in Marketing Committee

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6. ITEMS FOR REVIEW  Discussion  Action Items

- Harvest Feast Mendocino
  - JC: Not promoting events and focusing on brand awareness
- Wellness Feast Mendocino
  - JC: Not being promoted or doing outreach for events. Will see how things evolve.
- ESTO by U.S. Travel Association (Educational Seminar for Tourism Organizations)
  - JC: TS JC and RJ attended mid-August. Very informative seminars.
- Mirror Clings
  - JC: Have shipped out over 1,000 cling ons within 3 days.
- RoGoPro-Roberta Gonzales Productions
  - JC: Video crew here for 4 days recording through the county for our video podcast.
- 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: Pivoting due to Covid and refocusing on branding rather than promoting events. In the October meeting we will decide to stop or proceed with the Wellness Feast.
  - Marketing: Discussion to fully explain what Room to Roam means of our ongoing marketing campaign.

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 10:52 AM by KK