



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS MINUTES**

DATE: Tuesday, June 20, 2017 **TIME:** 1:00 PM
PLACE: 390 West Standley Street, Ukiah, CA;
CALL-IN
LOCATIONS: 345 N. Franklin St., Fort Bragg CA;
Kanehoa St, Kamuela, HI 96743:
101 Gregory Lane Willits;
14111 Hwy 128 Boonville CA, Rear Office

**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.*

I. CALL TO ORDER

1:13PM

II. ROLL CALL

John Kuhry, Jitu Ishwar, Cally Dym, Bernadette Byrne, Jennifer Seward

Phone: Marcus Magdaleno, Jan Rodriguez

Staff: Alan Humason, Alison de Grassi

III. CHAIR'S COMMENTS

None

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS

None

V. MARKETING COMMITTEE UPDATE

ACTION ITEM: Review and Approve 17/18 VMC Marketing Plan

Cally Dym gave an introduction to the Marketing Plan, saying it was well written

and forward looking; the PR portion is well defined and contains a clear road map; advertising and marketing will develop a more complete plan as the year progresses and full work by Theory SF is delivered. It was pointed out that the website may need to be redone rather than merely given a refresh. Strategic Plan is referenced. Visitor Services stakeholder education is not mentioned.

Alan Humason commented there are elements needing to be fleshed out but the team is working to identify those pieces. Staff has contributed to the plan.

John Kuhry called for Motion to Approve; Bernadette moved; Jitu second.

Discussion: No questions from Marcus Magdaleno; John Kuhry notes this should be included in the minutes.

Board further discussed website redo vs. refresh. John Kuhry requested a RFP for the work. Alison de Grassi gave updates to PR numbers that follow from June 16 meeting with KOLI Communications.

John Kuhry calls for vote: Unanimous approval.

VI. FUTURE AGENDA ITEMS

MEETING CALENDAR W/DUE DATES OF COMMITTEES' DELIVERABLES

Alan notes Kathy is out of the office so this item will carry forward.

NEXT MEETING

July 11, 2017 from Noon to 3:15PM in the Ukiah office.

ADJOURN

Cally moved to adjourn; Jitu second. Meeting adjourns at 1:45PM