

**MENDOCINO COUNTY TOURISM COMMISSION, INC.   
MARKETING COMMITTEE AGENDA**

**DATE:** Wednesday September 5, 2018 **TIME:** 11:00AM

**LOCATION:** 390 West Standley St, Ukiah CA 95482

**CALL-IN:** Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437

101 Gregory Lane, Willits CA 95490

**Please join my meeting from your computer, tablet or smartphone.   
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*\*Please note: In accordance with 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 from or at the locations above.*

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*
4. APPROVE MINUTES: August 1, 2018
5. MARKETING COMMITTEE MEMBER ADDITION

* Alyssum Weir/Arts Council of Mendocino County

1. FEAST MENDOCINO

* Rebrand & Logo Presentation
* Crab Fest Rebrand Discussion
* Feast Mendo Anchor Event

1. FRINGE FESTIVAL

* How to proceed

1. MARKETING PROPOSALS

* Roberta Gonsalez: Where’s Roberta?
* Tom Ward: Visit California Visitor Guide
* Dogtrekker

1. THEORYSF

* Marketing Ideas From TSF – How To Move Forward
* Aggregate Stakeholder Report
* Analytics From Quantcast

1. VACATION RENTALS

* Protocol about listing in event brochures

**NEXT MEETING DATE**

**ADJOURN**