



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Agenda

DATE: Wednesday, October 3, 2018 TIME: 11:00 AM

PLACE: 105 West Clay Street, Ukiah CA 95482

***CALL-IN LOCATION: 345 N. Franklin St, Fort Bragg CA 95437**

CONFERENCE CALL PHONE: (605) 562-0400 / CODE: 443 8581

*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

II. ROLL CALL

a. Name	Attendance Status		Title
Cally Dym	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Bernadette Byrne	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Susie Plocher	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Wendy Roberts	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jan Rodriguez	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
John Dixon	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Katrina Kessen	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Alyssum Weir	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

b. Staff Member	Attendance Status		Title
Travis Scott	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Luz Harvey	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Sales, Hospitality and Events Coordinator
Emily Saengarun	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests

III. CHAIR’S COMMENTS

IV. 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.

V. APPROVE MINUTES: 8.01.2018 & 09.05.2018 Discussion Possible Action

VI. Feast Mendocino Campaign and Website Presence Discussion

VII. Feast Mendocino (Winter Edition) update on Events from Luz; cook-Off Judges; Winter FEAST stakeholder confusion (internal PR campaign discussion) Discussion

VIII. TOM 19 (Taste of Mendocino) Discussion

IX. Social Media Statistics YTD Discussion

X. PR Release Schedule; Reports YTD Discussion

XII. Marketing Campaign Programs Going Forward Discussion

XIII. NEXT MEETING DATE

XIV. ADJOURN