



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, October 15, 2019 TIME: 11:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg CA

\*CALL-IN LOCATION: Redwood Empire Fair Grounds, 1055 N. State St, Ukiah CA

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50-8962 #

\*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

Committee Members	Attendance Status		Title
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Scott Connolly (SC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Staff Members	Attendance Status		Title
Travis Scott (TS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Katrina Kessen (KK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Partner Relations Manager
Ramon Jimenez (RJ)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

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. CONSENT AGENDA ITEMS  Discussion  Possible Action

- a. Meeting Minutes
  - i. 7.2.2019
  - ii. 8.13.2019
  - iii. 9.10.2019

VI. ITEMS FOR REVIEW  Discussion

- a. Media Matters Report | September 9-30, 2019 | See Attachments i/ii
- b. California Consumer Privacy Act | See Attachment
- c. ABC7 Mushroom and Crab Festivals
- d. Make Yourself Happy filming status update | See Attachment
- e. Revised Visitors Guide | See Attachment
- f. Foldout Map | First Round Concept | See Attachment
- g. PR - FAM trips | September-November (to-date) | See Attachment
- h. PR – Mushroom Feast | Press Release | See Attachment
- i. Wrap Up Board Report

XI. FUTURE AGENDA ITEMS  Discussion

XII. NEXT MEETING DATE  Discussion

TENTATIVE: Wednesday, November 6, 2019 at 11:00 AM

XIII. ADJOURN  Action