



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Wednesday, December 4, 2019 | START TIME: 11:00 AM

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

CALL-IN LOCATIONS: KOZT FM OFFICES, 110 South Franklin St. Fort Bragg, CA | 1818 Fifth Street Berkeley, CA | 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.

1. CALL TO ORDER

2. ROLL CALL

Marketing Committee

	Attendance Status	
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent
Susie Plocher (SP)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent
John Dixon (JD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent
Alyssum Weir (AW)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent
Scott Connolly (SC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent

Title

Chair
 Member
 Member
 Member
 Member
 Member
 Member

Staff Members

	Attendance Status	
Travis Scott (TS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent
Katrina Kessen (KK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent
Alison de Grassi (ADG)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent
Ramon Jimenez (RJ)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent

Title

Executive Director
 Partner Relations Manager
 Director of Marketing and Media
 Marketing and Sales Coordinator
 Administrative Services Manager

3. CHAIR’S COMMENTS

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 Possible Action

- Minutes from 11.6.2019 Meeting

6. ITEMS FOR REVIEW Discussion Possible Action

- (Standing Item) Media Matters WorldWide
 - Revised Contract Flow Chart | **See Attachment**
- TheorySF
 - Crab Landing Page | **See Attachment**
 - Template for New Visitor Guide | **See Attachment**
- Public Relations
 - Projections through October | **See Attachment**
- Spring Festival

7. FUTURE AGENDA ITEMS Discussion

8. NEXT MEETING DATE Discussion

TENTATIVE: Wednesday, December 4, 2019 at 11:00 AM

9. ADJOURN Action