



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Agenda

DATE: Wednesday, February 6, 2019 TIME: 11:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482

\*CALL-IN LOCATION: 345 North Franklin Street, Fort Bragg CA & Redwood Empire Fair Grounds St, Ukiah, CA

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. 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
Maegen Loring (ML)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Scott Connolly (SC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

  

b. 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
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests

III. CHAIR'S COMMENTS

- Committee Member Introductions
- Brief Marketing Committee Description

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 12.05.2018  Discussion  Possible Action

VI. ITEMS FOR REVIEW  Discussion

- Billboard & Train wrap launch
- Whale Festival Campaign & Creative
- Crab Feast Review & Survey
- Taste Mendocino
- Media Matters World Wide Web Stat Review
- Visit CA Film Shoot

XI. FUTURE AGENDA ITEMS  Discussion

XII. NEXT MEETING DATE  Discussion

TENTATIVE/ DATE: Wednesday, March 6, 2019, 2018

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CALL IN: 345 North Franklin Street, Fort Bragg CA

XIII. ADJOURN  Action