



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Agenda

DATE: Wednesday, March 6, 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

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

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. Minutes from 2.06.2019 Meeting

VI. ITEMS FOR REVIEW Discussion

- a. Media Matters World Wide Web Stat Review
- b. 2018/2019 PR Projections, Media Impact Report
- c. January & February PR Highlights to date PR
 - National Geographic Traveller (UK Edition) - March 2019; CALIFORNIA DREAMING: pages 72 to 77, 81 to 83, 90
 - Newsweek - Mon, Feb 25, 2019; THE ULTIMATE BUCKET LIST: PEACE & QUIET: pages 5-6
 - Outside Magazine - 03/04.19; 2019 BEST TRIPS: page 54
 - San Joaquin Magazine - Friday, Feb 01, 2019; Totally Sweet: page 16
 - Sunset Magazine – Friday, March 01, 2019; Savor: page 6
 - Eating Well Magazine – Friday, March 01, 2019 (The California Issue); A Room with a Farm: page 70
 - Food and Wine Mexico – 03-01-2019 (VCA-Mexico); Como Enamorarse De La Pinot Noir En 4 Dias: page 46 to 53
- d. UK & Global Broadcast Opportunity Possible Action
- e. Taste Mendocino Update
- f. Cannabis Marketing “The Madrones”; tours

XI. FUTURE AGENDA ITEMS Discussion

XII. NEXT MEETING DATE Discussion

TENTATIVE: Wednesday, April 3, 2019 at 11:00 AM 105 W. Clay Street, Ukiah CA and 345 N. Franklin Street, Fort Bragg CA

XIII. ADJOURN Action