

**MENDOCINO COUNTY TOURISM COMMISSION, INC. MARKETING COMMITTEE AGENDA**

**DATE:** Wednesday July 5, 2017 **TIME:** 11:00AM

**LOCATION:** Visit Mendocino County, 390 W. Standley St, Ukiah CA 95482

**CALL-IN: Dial-in Number: United States (712) 770-4700**

**Access Code: 713704**

*\*Please note: In accordance with 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 from or at the locations above.*

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*
4. APPROVE MINUTES: JUNE 16, 2017
5. THEORYSF
ACTION ITEM: RECOMMEND RETENTION OF THEORYSF TO THE MCTC BOARD FOR FISCAL YEAR 2017/18 FOR BRANDING, MARKETING, WEBSITE
6. THEORYSF: UPDATE ON PLATFORM RESEARCH
7. MARKETING PROGRAMS: FAMILY TRAVEL WITH COLLEEN KELLY; BAY AREA LIFE
8. NEW SOCIAL MEDIA CONTRACTOR
9. MARKETING COMMITTEE MEMBERS

**NEXT MEETING DATE**

**ADJOURN**