

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

**DATE:** Wednesday May 2, 2018 **TIME:** 11:00AM

**LOCATION:** Visit Mendocino County, 345 N. Franklin St, Fort Bragg, CA 95437

**CALL-IN:** Visit Mendocino County, 390 W. Standley St, Ukiah CA 95482

101 Gregory Lane, Willits CA 95490

3766 Feliz Creek Road, Hopland CA 95449

**Dial-in Number: (712) 770-4700**

**Participant 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: April 4, 2018
5. THEORYSF:
   1. INTERNAL STAKEHOLDER BRAND LAUNCH EDUCATION SESSIONS
   2. WEBSITE UPDATE
   3. MARKETING OUTLINE FOR FY 2018/19
   4. "HOW TO MENDO" FILM SHOOT
6. MARKETING PLAN FOR 2018/18 FY
7. MUSHROOM FESTIVAL – UPDATE IDEAS/SUGGESTIONS

**NEXT MEETING DATE**

**ADJOURN**