

**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**MARKETING COMMITTEE AGENDA**

**DATE:** Friday, February 19, 2016

**TIME:** 10:00am

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

Abalone Room, Little River Inn, 7901 Highway One, Little River, CA 95456

1319 Robbins St., Santa Barbara CA 93101

**CALL-IN:** 641-715-3274; **ACCESS CODE:** 1024909#

**GUEST:** Koleen Hamblin, Koli Communications

1. CALL TO ORDER
2. ROLL CALL
3. CHAIR’S COMMENTS
4. MARKETING COMMITTEE MEETING POLICIES
5. PR AND ADVERTISING ADDITIONAL FUNDS AND PLANS
6. WEBSITE AND SOCIAL MEDIA ADDITIONAL FUNDS AND PLANS
7. VISIT CALIFORNIA CO-OP
8. MARKETING PLAN 2016/17 ([http://mendocinotourism.org/wp-content/uploads/2015-16-VMC-Marketing-Plan.pdf](http://mendocinotourism.org/wp-content/uploads/2015-16-VMC-Marketing-Plan.pdf))
9. REBRANDING

**NEXT MEETING DATE**

**ADJOURN**