

**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**MARKETING COMMITTEE AGENDA**

**DATE:** Tuesday April 19, 2016

**TIME:** 10:00AM

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

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

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

**GUESTS:**

Time, Inc.: John Godfrey, Christina Kornrich, Melissa Rann

DCI: Daniel Guerrero

1. CALL TO ORDER
2. ROLL CALL
3. CHAIR’S COMMENTS
4. PUBLIC COMMENT - *Brown Act Requirements: Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*
5. APPROVAL OF MINUTES FROM MARCH 16, 2016 MEETING
6. OLD BUSINESS
   1. Weekend Sherpa program (newsletter and website program)
   2. Photographers: Brian Klonoski in March; Photo safari in April
   3. Community Communication Update
7. NEW BUSINESS
   1. DISCUSSION ITEMS:
      1. Frommer's ad proposal
      2. Time Inc./Visit California: call-in and walk through proposal (10:30AM)
      3. DCI California Collective: call-in and walk through proposal (11:00AM)
      4. Meltwater - alternative clipping service
      5. Burrelle's/Luce clipping service contract
      6. Visit Mendocino County "game plan" – proposal by Brendan McGuigan for the development of a game App featuring Mendocino County  
         PowerPoint version:   
         https://mctc.box.com/s/d4qr7dm4umontbgaivekg4dsa0ghfu8i  
         PDF version:   
         https://mctc.box.com/s/6417p992stnwx8gdy3sglcufcabbd9mw
      7. 2016/17 budget items
   2. ACTION ITEMS:

**NEXT MEETING DATE**

**ADJOURN**