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February 24, 2017

CC Media  
Laura Partridge  
448 Ridge Street  
Reno, NV 89501

Dear Laura;

On behalf of Visit Mendocino County, I would like to thank CC Media and team for their service to our organization this fiscal year. Peter Avedschmidt has provided both great service and reporting for our organization.

Over the past couple months, our organization has been seeking out to secure a professional marketing agency to begin work on a refresh of the brand and to help the organization with an overall strategy for growth. The Marketing Committee, MCTC Board and staff is moving forward in hiring an agency out of San Francisco to take care of these needs along with media buying for the 2017-18 fiscal year. This letter is to notify you and your team that we will be ending the contract with CC Media and their services June 30, 2017 and will not be renewing for the next fiscal year.

I also wanted you to be aware that I am resigning from my position as Executive Director for Visit Mendocino County and my last day in my role will be March 31, 2017. I have enjoyed working with both you as well as Peter this year and wish you great success in the future.

If you have any questions, please feel free to contact me at 707-409-9660 ext 103 or via email at [brent@visitmendocino.com](mailto:brent@visitmendocino.com).

Thank you,

A handwritten signature in black ink, appearing to read "Brent Haugen", with a long horizontal flourish extending to the right.

Brent Haugen  
Executive Director