



MENDOCINO COUNTY TOURISM COMMISSION, INC. VISITOR SERVICES COMMITTEE MINUTES

DATE: Thursday, August 22, 2019 TIME: 3:00 PM

MEETING LOCATIONS: 345 N. Franklin Street, Fort Bragg CA 95437 & 105 W. Clay Street, Ukiah CA 95482

CALL IN NUMBER: (605) 562-0400, ACCESS CODE 443-8581#

*Please note: To abide by 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 at the posted locations above.

I. CALL TO ORDER | 3:01 PM

II. ROLL CALL

a. Committee Member	Attendance Status		Title
Cally Dym (CD)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Chair
Sharon Davis (SD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Rakesh Taneja (RT)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jon Glidewell (JG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
b. Staff Member	Attendance Status		Title
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Partner Relations Manager
Ramon Jimenez (RJ)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
c. Introduction of Guests None			

III. COMMENTS OF CHAIR | None

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS | None

Brown Act Requirements: Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period.

V. CONSENT AGENDA ITEMS Discussion Possible Action

a. Minutes from MAY 2, 2019 Meeting

SC motioned for approval, JG 2nd the motion, roll call; all present approved, 2 absent, motion passes.

VI. EXECUTIVE DIRECTOR REPORT

a. Sales Department Update

Holding NCTC Funds, \$11k, we are going to offer to take over as the NCTC administration, RS to step-down/resign and Jennifer Seward will offer to be our Mendocino County representative on the NCTC Board.

- Draft Sales Plan | Review | *See Attachment* | See Updated Sales Plan | Notes: JG – Great, we line up our Marketing Plan with our Sales Plan. SD – Have Mendocino focus on our core and have Visit CA focus on international travel.

b. State Fair Booth | Review | Placed at Bronze Metal | Albion Bridge Group sponsored expense to move our exhibit to the County Fair and take care of all of the moving expenses.

c. Visitor Guide | Review | *See Attachment* | No other DMO doing anything like this, expecting to win some awards for the characters.

d. Gateway Signs | Quote to Relocate 1 Sign | *See Attachment* | New Brand Sign or New Timeless Sign? Quote is high to put up the Old branded sign. We currently only have 2 signs out there. | Notes: SC – neutral backing and add our current branding on top so the branding is interchangeable but the backing can remain. Bid for superstructure, not image and save money in the long run.

e. Orange bags | Update | Notes: different shape, same capacity, look great

VII. PARTNER RELATIONS MANAGER REPORT

a. HAP | Updates | Has made her way around the County and is making her next loop now. Getting her rhythm now and is receiving a good supportive team effort from fellow VMC Staffers.

b. Educational Workshops | Update on Research | Working on topics and instructors for Stakeholder Trainings and to be relevant to requests. Researching the CTA (Certified Travel Associates) Training and Certificates Program. Agency Develops program over 6 months with us. All about guest services, training and based on the

history of our County. Rooted and Built from within. Sonoma/Stockdon/Lake County all have this program. At least a full year to build. Please take time to research. | Notes: SD – Major piece of feedback she hears is, other have trouble finding employee with skill sets needed. JG – kudo’s for finding and researching CTA. KK – a find from IPW.

- c. Wedding Survey | Results | *See Attachment* | Those that took the time to complete are the ones that are interested in it. Will have to filter through. We are focusing on Brand awareness at the moment and consider this for a future project. Licensing weighs on the answers to questions 13-15, about cannabis. | TS – Q8 vs Q12 means we would be marketing inward rather than outward and that is against our Strategic Plan.

VIII. ADDITIONAL ITEMS FOR REVIEW

- a. Boonville Kiosks at Anderson Valley Brewing Company | Research | SC to report on | Holding up well. We may want to consider another way to store them. They tend to drop w/ participation. Looks like people are taking them. Some extra vacant spots to fill. Find contact information for Anderson Valley – Fal Allen, Brew Master/GM. Happy to place anything we deem appropriate at the kiosk, please provide the stock.
- b. New Map Concept | ES to report on | *See Attachment* | To TheorySF, working on.

IX. FUTURE AGENDA ITEMS

- a. Proposed In-market Research Study | Quoted \$40-80K, we have \$10k. More information to come.

X. NEXT MEETING DATE

~~TENTATIVE:~~ Thursday, November 21, 2019 TIME: 3:00 PM **SET**

XI. ADJOURN

3:55 PM