



MENDOCINO COUNTY TOURISM COMMISSION, INC.

VISITOR SERVICES COMMITTEE MINUTES

THURSDAY MAY 2, 2019

345 N. FRANKLIN ST. FORT BRAGG 95437 AND 105 WEST CLAY ST. UKIAH 95482

I. Call to Order – The meeting was called to order at 3 PM.

II. Present in Fort Bragg were committee members Jon Glidewell and Rakesh Taneja and in Ukiah committee members Scott Connelly and Cally Dym. Committee member Sharon Davis was absent.

Staff present in Fort Bragg was Richard Strom and in Ukiah, Katrina Kessen and Travis Scott.

III. Comments of the Chair – None

IV. Public Comments on Non- Agenda Items – None

V. Approve minutes of Feb. 7, 2019 meeting. Moved by Scott, seconded by Jon. Approved

VI. Sales Plan for FY 19/20 – The draft sales plan was discussed and approved with two exceptions. The committee agreed the Denver Travel and Adventure Show was not essential and should be revisited next year. Additionally, the committee, while being in favor in concept of VMC attending bridal shows, felt it would be premature to schedule one at this time. Katrina was charged with creating an in-market survey and reporting back at the next VSC meeting with a plan.

VII. State Fair Booth – The theme, as determined by the VSC, is Mendocino County harbors; Noyo, Albion and Point Arena. Richard and Travis will attend the award ceremony on July 12, 2019 in Sacramento.

VIII. Proposed in-market VMC survey – RS reported he is in contact with Destination Analysts who has done similar surveys in many neighboring counties. The cost is beyond our budget so adjustments will have to be made. He will also obtain a bid from TheorySF as they are very familiar with our county. RS is to report results to the committee.

IX. Partner Relations Manager Report –

Katrina has visited over 30 lodging and wineries to date for HAP visits. Her latest foray was to Point Arena and Gualala.

The educational workshops went well with solid consistent participation. She recommended we attend the Mark Wilson “Get ready for the 2019 Tourist Season” event at Town Hall Fort Bragg May 17th at 1 PM.

X. Report of Director of Tourism Development –

The new concept visitor guides are being developed by Theory SF.

The mini guide was reprinted and 2000 copies will be distributed at the State Fair.

The new orange logoed bags are expected shortly. Half will be delivered to Ukiah and half to Fort Bragg.

The Mendocino County event guide is complete and available.

RS discussed the upcoming Post IPW Visit CA FAM.

SC reported on his restocking the Boonville kiosk. RS reported that Fal Allen would like to develop a visitor kiosk in the Anderson Valley Brewery at his expense. The committee was in favor.

XI. Future Agenda Items – Bridal show and survey, In-market survey, Visitor Guide and State Fair

XII. Next Meeting Date – August 22, 2019 3 PM

XIII. Adjourn – The meeting was adjourned at 4:07 PM