



MENDOCINO COUNTY TOURISM COMMISSION, INC.
VISITOR SERVICES COMMITTEE AGENDA
DATE: Thursday, December 9, 2021, TIME: 11:00 AM

CALL IN LOCATION:

<https://us02web.zoom.us/j/4111048625?pwd=Uy9tSmFzeVd5KzhDUhFDUkJXMkp4dz09>

*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.

- 1. CALL TO ORDER**
- 2. ROLL CALL**

Committee Member	Attendance Status		Title
Sharon Davis (SD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Rakesh Taneja (RT)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jon Glidewell (JG)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Elaine Wing-Hillesland (EWH)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jo Bradley (JB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Staff Member	Attendance Status		Title
Travis Scott (TS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Jamie Peters-Connolly (JPC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Public Relations & Communications

INTRODUCTION OF GUESTS

3. COMMENTS OF CHAIR

4. PUBLIC COMMENT ON NON-AGENDA ITEMS

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

5. CONSENT AGENDA ITEMS Discussion Action Item

- Minutes from August 10, 2021 meeting - *See Attached*
- Minutes from September 9, 2021 meeting - *See Attached*

6. ITEMS FOR REVIEW Discussion Action Items

- Resident Sentiment Survey/Visitor Survey – *See Attached*
- Fuller Digital Media:
 - Stakeholder Outreach – *See Attached*
 - Digital Script - *See Attached*
- Visitor Guide Distribution
- Gateway Signs – 1st Quarter Road Trip

7. FUTURE AGENDA ITEMS

8. NEXT MEETING DATE

TENTATIVE: TBD

9. ADJOURN