



MENDOCINO COUNTY TOURISM COMMISSION, INC.
VISITOR SERVICES COMMITTEE AGENDA

DATE: Thursday, February 17, 2022, TIME: 11:00 AM

CALL IN LOCATION:

https://us02web.zoom.us/j/84743539438

*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:

Table with 3 columns: Committee Member, Attendance Status, Title. Rows include Sharon Davis (SD), Rakesh Taneja (RT), Jon Glidewell (JG), Jo Bradley (JB).

Table with 3 columns: Staff Member, Attendance Status, Title. Rows include Travis Scott (TS), Ramon Jimenez (RJ), Jamie Peters-Connolly (JC), Mckenzie McLain (MM).

INTRODUCTION OF GUESTS:

3. CHAIR'S COMMENTS:

4. BOD CHAIR'S COMMENTS:

- Due Diligence responsibilities of Committee Members
Pre-review of all materials in Agenda Packet
Proper use of Motions to advance (or not) discussions/votes on Actionable Items.
Serious deliberations on what Non-Actionable Items shall be sent to the full BOD versus Items which may need further committee review and/or may not be necessary for full BOD review.

5. 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.

6. CONSENT AGENDA ITEMS [checked] Discussion [checked] Action Item

- Minutes from December 9, 2021 meeting - APPROVE

7. ITEMS FOR REVIEW [checked] Discussion [checked] Action Items

- Resident Sentiment Survey/Visitor Survey Timeline - See Attached
Gateway Signs - 1st Quarter Road Trip
CORO Mendocino Partnership
Analytics from 2021 Billboard - Back AADT = 13,500; Ahead AADT = 15,000 PER DAY
Renew Coro Partnership 2/2022-2/2023 - APPROVE
\$20,000 Annual Cost
Pet Friendly Brochure

8. FUTURE AGENDA ITEMS

9. NEXT MEETING DATE

TENTATIVE: TBD

10. ADJOURN