



MENDOCINO COUNTY TOURISM COMMISSION, INC. VISITOR SERVICES COMMITTEE AGENDA

DATE: Tuesday, August 10, 2021, TIME: 11:00 AM

CALL IN LOCATION: <https://us02web.zoom.us/j/4111048625?pwd=Uy9tSmFzeVd5KzhDUnFDUkJXMkp4dz09>

PASSCODE: 473975

*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 February 9, 2021 meeting

6. ITEMS FOR REVIEW Discussion Action Items

- Visitor Guide | **See Attachment**
- Gateway Signs
 - Relocation (Hwy 20 to New Location?)
 - Metal Options
- Water Conservation Messaging
- New Mask Mandate
- Tear Off Maps (including distribution)
- Fuller Digital Media Videos | **See Attachment**
- Website Change / MCTC (Ops to VS)
- Campgrounds (status update on BID inclusion)

7. FUTURE AGENDA ITEMS

8. NEXT MEETING DATE

TENTATIVE: TBD

9. ADJOURN