



MENDOCINO COUNTY TOURISM COMMISSION, INC.
VISITOR SERVICES COMMITTEE MINUTES

DATE: Thursday, March 3, 2016

TIME: 2:00 pm

PLACE: Visit Mendocino County, 345 N. Franklin St., Fort Bragg, CA 95437

CALL-IN LOCATION: Little River Inn, 7901 Highway One, Little River, CA 95456

- I. CALL TO ORDER - Meeting called to order by Marcus Magdaleno @ 2:12pm
- II. ROLL CALL - **Present and in Attendance:** Marcus Magdaleno, Mike Bradbrook, Richard Strom, Cally Dym (call-in) **Absent:** Jon Glidewell (excused)
- III. CHAIR'S COMMENTS - Marcus thanked those in attendance and stated that he is looking forward to a new year with the committee
- IV. PUBLIC COMMENT - *Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period*
- V. OLD BUSINESS
 - A. Berkeley Book Fair – Richard Strom reported that since this is the first year the event is including a travel component, VMC should not participate as a vendor but maybe have someone attend to review the viability of participating in the future
- VI. NEW BUSINESS
 - A. Action Items – Committee recommendations
 - a. Election of Chair – Cally Dym made the motion to nominate Marcus Magdaleno to chair the 2016/2017 Visitor Services Committee, Mike Bradbrook 2nd. Motion passed (with Marcus Magdaleno abstaining) and Marcus Magdaleno will continue as Chair of the Visitor Services Committee
 - b. Committee composition – Discussion on recommending an increase in the number of committee members. Committee agreed that the 7-member limit

outlined in the by-laws is suitable and the current number of members is adequate

- c. Gualala Gateway sign – Richard Strom reported on the projected \$20k cost of the Gualala Gateway sign and suggested a modification be made to the budget for this item. Mike Bradbrook made a motion to present a recommendation to the board that the budgeted line item for the Gualala gateway sign be increased to \$20k to cover the costs of the project. Richard Strom 2nd the motion; motion passed unanimously
- d. Revision of South Coast tear-off map – Richard Strom presented the final draft of the revisions to the South Coast tear-off map. Mike Bradbrook made a motion to approve the final draft/printing of the maps, Marcus Magdaleno 2nd the motion; motion passed unanimously
- e. Rebranding – Discussion regarding the possibility/options for rebranding Visit Mendocino County, including evaluating the ROI in an RFP to justify the cost of the rebranding. Marcus Magdaleno make a motion that the committee is in favor of recommending to the Board that they explore the option of rebranding VMC and to also explore the option to create a line item in the budget for rebranding; Richard Strom 2nd the motion, motion passed unanimously

B. Discussion Items

- a. California State Fair display – Richard Strom presented the 1st round of drawings for the State Fair exhibit, showing the “Drive-Through Tree” theme suggested by Jon Glidewell.
- b. Proposal for Highway 128 gateway sign – Discussion included the need to locate the sign on private property, as close to Boonville as possible
- c. Partnership/Grant program – Discussion included the possibility of having MCTC take over this program. The committee agreed to recommend that the new Executive Director should review the program and make further recommendations to the Board
- d. New directional signage – Richard Strom will do further research on the regulations for directional signage
- e. Boonville public restroom facility – Discussion included a possible co-op with the fairgrounds and/or the chamber for a rest stop to be located at/in the fairgrounds parking lot. Richard Strom will research regulations/costs associated with free standing restroom facilities

NEXT MEETING DATE - TBD

ADJOURN - Marcus Magdaleno adjourned the meeting at 3:37pm