



# MENDOCINO COUNTY TOURISM COMMISSION, INC. VISITOR SERVICES COMMITTEE AGENDA

DATE: Thursday, November 21, 2019 TIME: 3:00 PM

MEETING LOCATION: 105 W. Clay Street, Ukiah CA 95482

CALL-IN LOCATIONS: 7901 N. Hwy 1, Little River CA 95456 | 217 South Main Street, Ford Bragg CA 95437

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50-8962 #

\*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.

## I. CALL TO ORDER

## II. ROLL CALL

Committee Member	Attendance Status		Title
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Sharon Davis (SD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Rakesh Taneja (RT)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Scott Connolly (SC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jon Glidewell (JG)	<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
Katrina Kessen (KK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Partner Relations Manager
Ramon Jimenez (RJ)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

### Introduction of Guests

## III. COMMENTS OF CHAIR

## IV. 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.

## V. CONSENT AGENDA ITEMS Discussion Possible Action

- Minutes from August 22, 2019 Meeting

## VI. EXECUTIVE DIRECTOR REPORT

- NCTC Update | Meeting with Julie Benbow 11/25/2019
- Grant Program
- Sales Department Update | Sales Trips: Where and When
- Gateway Signs | Waiting for quotes to come in
- Visitor Information Study | Proposed In-Market Research Study Quote | **See Attachment**

## VII. PARTNER RELATIONS MANAGER REPORT

- Destinations International CDME Course | Certified Tourism Ambassador: Advocacy and Communications Relations and How it Applies to Visitor Relations.
- HAP Updates
- Educational Workshops Updates
  - How to Market your Property/Event | TheorySF
  - CTA (Certified Travel Associates) Progress

## VIII. FUTURE AGENDA ITEMS

- New Map Concept | To TheorySF

## IX. NEXT MEETING DATE

TENTATIVE: Thursday, February 20, 2020 TIME: 3:00 PM

## X. ADJOURN