



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
VISITOR SERVICES COMMITTEE Minutes**

DATE: Thursday, February 9, 2021 TIME: 11:00 AM

CALL IN LOCATION: <https://us02web.zoom.us/j/85235145761?pwd=Z0FnYkF5ZzdVNmtdskdXN0MrdDVVQT09>

*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: *Meeting called to order by JB at 11:02AM*
2. ROLL CALL

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

INTRODUCTION OF GUESTS:
None

3. COMMENTS OF CHAIR: *Chair, Sharon Davis is not able to attend the meeting. Jo Bradley will run the meeting.*

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 20, 2020 Meeting- JPC motions to approve the attendees of the meeting but seeing that staff didn't have complete minutes of the meeting those could not be approved.*

6. ITEMS FOR REVIEW Discussion Action Items

- Remove Scott Connolly from Visitor Services *Motion by JG 2nd by JPC, Roll Call Vote – Motion Carries*
- Visitor Guide | *See Attachment*
 - *The group discussed at length and made the following suggestions:*
 - *Include high-level accolades such as Michelin Star and Best Boutique Hotel?*
 - *Add a real camping photo remove one of Mendocino Grove (check for alternates)*
 - *Should Festivals be printed?*
 - *Remove Glass Beach and not depend on that as a pillar asset – TT Sharon Davis*
 - *Find Your Happy is stale – recommend to Marketing Committee to look at a refresh*
- SafeMendocino
 - Brochure Distribution
 - *Send an email asking partners and stakeholders if they'd like a collateral refill and judge distribution based on response. This is a relevant piece of material maybe it should be with retail and restaurants?*
- Gateway Sign
 - Relocation (Hwy 20 to New Location?)
 - *JPC to contact Braggadoon to discuss relocation costs of the sign. Same location for ease.*

- Winery Directional Signage
 - *Item tabled until further conversations can happen*
- Hopland Coro Mendocino Billboard | *See Attachment*
 - *Motion by JG to approve \$20K/12 Month partnership for gateway billboard. 2nd by EWH, Roll Call Vote – Motion Carries. TS will ask Finance Committee to approve a move of \$20K from Marketing to Visitor Services.*

7. FUTURE AGENDA ITEMS

- Winery Directional Signage
- Suggestion to marketing to look at inland assets for a focus?

8. NEXT MEETING DATE

TENTATIVE: TBD – *STAFF will send Doodle poll to committee to schedule a quarterly meeting.*

9. ADJOURN: Motion by JPC at 1:07 PM