

VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

VISITOR SERVICES COMMITTEE MINUTES

DATE: Tuesday, March 25, 2025, TIME: 9:30 AM

CALL IN LOCATION: <https://us02web.zoom.us/j/83997847425>

*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: 9:32 AM

2. ROLL CALL:

Committee Member:

Jon Glidewell (JG)
Jo Bradley (JB) 9:37 AM
Kevin Fleming (KF)
Alina Reyes (AR)

Attendance Status

X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent

Title

Chairperson
Member
Member
Member

Staff Member:

Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)
Lisa Batson (LB)
Mckenzie McLain (MM)
Janis MacDonald (JM)

Attendance Status

☐ Present X Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
☐ Present X Absent

Title

Executive Director
Public Relations & Communications Manager
Marketing Manager
Marketing & Communications Coordinator
Festival Coordinator

3. INTRODUCTION OF GUESTS:

4. CHAIR'S COMMENTS:

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 ☒ Discussion ☒ Action Item

- Minutes from December 17, 2024 – APPROVE – *See Attachment*
KF 1st and AR 2nd Motion Carries

7. ITEMS FOR REVIEW ☒ Discussion ☒ Action Items

- Gateway Signage Verbiage Update – See attached -APPROVE-
KF 1st and JG 2nd Motion Carries
- Various Guides
LB: Has printed the Beer Maps again as well as the event and pet guides. They were all updated. Now, the tear-off maps are being worked on.
- Tear-Off Maps
LB: These will be finished in the next few weeks for the printers to send us.
- Visitor Centers
JPC: The Surf Market is now going to be a South Coast hub for guides and such.
- Bi-Annual Meeting
JPC: Create a more intentional meet-and-greet that happens once inland and once coastal. Bring some ideas on adding speakers.

8. FUTURE AGENDA ITEMS: Bi-Annual Meeting

9. NEXT MEETING DATE

June, so we are doing this quarterly. June 10 at 9:30 AM

10. ADJOURN

AR at 10:00 AM