

VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC. VISITOR SERVICES COMMITTEE MINUTES

DATE: Tuesday, JANUARY 23, 2024, TIME: 2:00 PM

CALL IN LOCATION: <https://us02web.zoom.us/j/81381470234>

*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: 2:03 PM by JG

2. ROLL CALL:

Committee Member:

Committee Member:	Attendance Status	Title
Jon Glidewell (JG)	X Present <input type="checkbox"/> Absent	Chairperson
Jo Bradley (JB)	X Present <input type="checkbox"/> Absent	Member
Rakesh Taneja (RT)	X Present <input type="checkbox"/> Absent	Member

Staff Member:

Staff Member:	Attendance Status	Title
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Executive Director
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Public Relations & Communications Manager
Lisa Batson (LB)	X Present <input type="checkbox"/> Absent	Marketing Manager
Mckenzie McLain (MM)	<input type="checkbox"/> Present X Absent	Marketing & Communications Coordinator
Janis MacDonald (JM)	X Present <input type="checkbox"/> Absent	Festival Coordinator

3. INTRODUCTION OF GUESTS: Kevin Fleming; and at 2:15 PM, Diane Baccaro joined the meeting.

4. CHAIR'S COMMENTS: JG welcomed everyone noting it has been a while since the last meeting of April 2023, and encouraged everyone to ask questions and participate. He is appreciative of Kevin Fleming joining the committee and his support of VMC.

5. PUBLIC COMMENT ON NON-AGENDA ITEMS: NONE

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 April 11, 2023 – APPROVE – See Attached JG motioned to approve; RT 2nd; all approved – motion passed.

7. ITEMS FOR REVIEW Discussion Action Items

- New Committee Members, Kevin Fleming & Stathi Pappas – APPROVE It was decided by VS committee to not vote on Stathi joining until he can attend a meeting and share his background and interest. Kevin shared that he owns 4 properties for a total of 33 units; he is looking to support the lodging and tourism community. JB motioned to appoint Kevin to the Visitor Services Committee; JG 2nd motion; all approved; motion passed – Welcome Kevin!
- Gateway Signage Proposals – REVIEW & APPROVE – See Attached JG, who also sits on the BID Advisory Board, shared excerpts of a recent meeting and expressly about what the Visitor Services Committee contributes. In naming the various programs and ways, JG also listed Gateway Signage. He said it has been on the agenda for about 7 or 8 years and he is happy that it's finally got some movement. JC gave a summary background of the project that she and JB have been working on, then shared via screenshot the two proposals out of the five companies the RFP was sent to. JB wanted to see an hourly rate for construction on the Braggadoon proposal. Other questions including how would artists/images be selected. RJ shared that we'd like a consistent, simple and minimalistic look. Regarding proposal from Paramount, they didn't provide as much information; however, they look as if they've had more experience working with CalTrans. JG suggested the design for signs be created in-

house and then we just worry about fabrication, installation and lighting. JB wants to get actual figures for the project from Paramount. JG shared questions he'd like both bidders to answer. There is also interest in having bidder take on facilitation with CalTrans. The group determined not to take an action of selecting a proposal but would rather get more information and set up a new meeting once information has been provided, and then make a selection.

- *Grant Program Update – Changes & Amendments JS said the grant program has morphed more into a sponsorship program. There have been 14 different groups who requested funding for events that would put heads in beds. The smallest amt is \$500 and largest amt is \$3K. Only three requests thus for this new fiscal year. JM thrilled about new events – Kelp Fest and Ultra Race – 50k (attendees from all over world). RJ suggested we send another internal eblast to remind stakeholders of the funds available between now and end of June. Grant sponsor program may be drastically reduced for the next fiscal year. JB asked if unused funds are rolled over or put back into general fund. JC said they are put back into general fund.*
- *Regional Maps – JC said we are working on updating regional maps, with LB taking the lead on them. JC and LB will work on together. JB asked what had changed. JC said small changes, no inclusion of businesses.*
- *Pet Guide – MM is practically finished with edits so that it can go to printer. JC also brought up the Visitor Guides that have gone through multiple iterations; expects to send to Inkfish for first round of printed version for review. RJ said all collateral materials are on deck to be printed now that some of the other major projects are behind us. Per RJ, once we have first printed version from Inkfish, we can share with the VS Committee.*

8. FUTURE AGENDA ITEMS: *Visitor Guide, Gateway Proposal (to vote on), potential new committee member (Stathi Pappas). JG asked what staff wants VS committee to focus on. JC brought up the Certified Ambassador Program that Travis was working on prior to leaving – perhaps we could create badges or something to acknowledge those who completed the program. Public restrooms could also be something to tackle and Jennifer on staff might be working on that program. RJ said he and JS had spoken with Senator Maguire regarding restrooms and are awaiting word back from him. JB also said there is a need for more trash receptacles; not sure who would be responsible and who empties. RJ said that VMC partners with other counties to support Leave No Trace/Cleaner CA Coalition. JG liked the idea of the CTA program and said he thought they needed funding. RJ said college was going to pay for it and to onboard the program, possibly offering it in Fall 2024. JG thinks they still need funding of about \$30K. RJ said he would check with people at Mendocino College to find out the status.*

9. NEXT MEETING DATE *JC offered up Feb 6 or 13; RJ suggested we wait until we get answers from RFP Bidders before we set up another meeting. All agreed.*

TENTATIVE: TBD

10. ADJOURN *JG adjourned meeting at 3:23 PM*