



MENDOCINO COUNTY TOURISM COMMISSION, INC.
VISITOR SERVICES COMMITTEE MINUTES
 DATE: Thursday, NOVEMBER 10, 2022, TIME: 11:00 AM
 CALL IN LOCATION: <https://us02web.zoom.us/j/81684245999>

*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: 11:05 AM

2. ROLL CALL:

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

Staff Member:	Attendance Status		Title
Travis Scott (TRS)	X Present	<input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	X Present	<input type="checkbox"/> Absent	Marketing and Sales Manager
Jamie Peters-Connolly (JC)	X Present	<input type="checkbox"/> Absent	Public Relations & Communications Manager
Mckenzie McLain (MM)	X Present	<input type="checkbox"/> Absent	Marketing & Communications Coordinator
Janis MacDonald (JMac)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Festival Coordinator
Jennifer Murphy (JM)	X Present	<input type="checkbox"/> Absent	Development Manager

3. INTRODUCTION OF GUESTS:

4. CHAIR’S COMMENTS: JG: Encourage participation from all members and bringing up topics we want to discuss. Please do not talk over one and other.

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 September 15, 2022 – APPROVE – See Attached
 - TS 1st and JB 2nd Motion Carries

7. ITEMS FOR REVIEW Discussion Action Items

- Visitor & Resident Survey Analysis
 - JC: We just got 100 pages of power point draft. A lot of good response and feedback.
- Gateway Signage State
 - JC: Looks like most of the spots are going to be Caltrans land but we are looking at doing private owned land for some and we want to use metal signs.
 - TRS: Working with Visit Ukiah on new gateway signs and they have been working with a local engineer, Rein Alexander. So now we can get together and start working on a sign.
- Fuller Digital Media Script
 - Hoping the Noyo center could be involved in the upcoming scripts.
- Grant Program Launch
 - JC: We are officially launching in January. Then we will have a push so everyone knows. The low end is 500 and the max is 3000
- Next Meet & Greet

- TRS: The last Meet N Greet had 20-25 people come and it was a great turnout. Most of the people who came were from the Cannabis industry. The next Meet N Greet will be the second Tuesday of December, the 13th. We are thinking it will be in Hopland.

8. FUTURE AGENDA ITEMS

9. NEXT MEETING DATE

TENTATIVE: TBD

JC: We are thinking February 9th so it is between everything.

10. ADJOURN 11:54