



MENDOCINO COUNTY TOURISM COMMISSION, INC.

VISITOR SERVICES COMMITTEE AGENDA

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

CALL IN LOCATION:

<https://us02web.zoom.us/j/4111048625?pwd=Uy9tSmFzeVd5KzhDUmFDUkJXMkp4dz09>

*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 – 11:07 AM

2. ROLL CALL

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

INTRODUCTION OF GUESTS

3. COMMENTS OF CHAIR - NONE

4. 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.

5. CONSENT AGENDA ITEMS Discussion Action Item – Motion to approve – JG; 2nd – SD; Ayes: JG, SD; abstain – JB; NOT PASSED DUE TO LACK OF QUORUM.

- Minutes from September 9, 2021 meeting - discussion

6. ITEMS FOR REVIEW Discussion Action Items

- Resident Sentiment Survey/Visitor Survey – See Attached – Discussion: SD thinks looks good; JB – beneficial; JG – agrees with SD, wants to ensure data is fully vetted. Motion to approve – JB; 2nd – JG. Ayes: SD, JG, JB
- Fuller Digital Media: Stakeholder Outreach – See Attached
- Spencer Brewer – See Attached – Discussion – all like scripts. Motion to approve first video script – JG; 2nd – JB; Ayes: SD, JG, JB
- Visitor Guide Distribution – Have hired Norm Kessen to distribute before end of year.
- Gateway Signs – 1st Quarter Road Trip – JB will contact CalTrans to see if they have property at each entrance for a single point of contact of Gateway Signage; contingency is to talk to individual land owners. JB expressed concern CalTrans may have strings attached to any agreement.

7. FUTURE AGENDA ITEMS – Gateway Signs.

8. NEXT MEETING DATE

TENTATIVE: Thursday, February 17th at 11 AM.

9. ADJOURN – Motion to adjourn – JG 11:47 AM