



MENDOCINO COUNTY TOURISM COMMISSION, INC.
VISITOR SERVICES COMMITTEE MINUTES

DATE: Tuesday, FEBRUARY 14, 2023, TIME: 2:00 PM
CALL IN LOCATION: https://us02web.zoom.us/j/89802315130

*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: 2:05 PM

2. ROLL CALL:

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Jon Glidewell, Scott Connolly, Rakesh Taneja, Jo Bradley, Terrie Swift with their respective attendance and titles.

Table with 3 columns: Staff Member, Attendance Status, Title. Lists staff members like Travis Scott, Ramon Jimenez, Jamie Peters-Connolly, Mckenzie McLain, Janis MacDonald, Jennifer Seward with their respective attendance and titles.

3. INTRODUCTION OF GUESTS: NONE

4. CHAIR'S COMMENTS: NONE

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 [checked] Discussion [checked] Action Item TABLE - NO QUORUM

- Minutes from November 10, 2022 - APPROVE - See Attached

7. ITEMS FOR REVIEW [checked] Discussion [] Action Items

- Visitor & Resident Survey Analysis - See Attached
DUE TO RESIDENTIAL & VISITOR SURVEYS SUMMERY & FURTHER DISCUSSION WITH CARL RIBAUDO, IT WAS RECOMMENDED TO RETOOL OUR WEBSITE REFRESH VISION. NEW TARGET DATE IS BEGINNING OF FISCAL YEAR IN JULY. PURPOSE IS TO INCREASE ENGAGEMENT, DECREASE BOUNCE RATE, AND PROVIDE BETTER ROI. SUPPORT FROM MEMBERS OF VS COMMITTEE. PER TS, WE'RE LOOKING TO BRING IN LOCALLY GENERATED CONTENT THAT BECOMES AN 'OFF-RAMP' TO SPECIFIC POINTS OF INTEREST.
Fuller Digital Media Script
JPC HAS PROVIDED FEEDBACK FOR 2ND SCRIPT; 3RD AND FINAL SCRIPT IS IN THE WORKS.
Grant Program Update
JM - PROGRAM IS UNDERWAY, STAKEHOLDER/PARTNER EMAIL TO GO OUT THIS WEEK. BY THE END OF THIS FISCAL YEAR, LOOKS LIKE WE WILL USE ONLY \$18K OF \$30K POT. JP - REMINDER THAT ANY UNUSED FUNDS WILL GO BACK INTO GENERAL FUND AS PER REQUIREMENT OF VS COMMITTEE. THE NEW FISCAL YEAR WILL BRING ABOUT THE FUNDS FOR 2023-2024 EVENTS.
Next Meet & Greet: Feb 21 @ 3PM County Museum in Willits
JP - LOTS OF EXCITEMENT AROUND THIS MEET & GREET; GOOD CONVO WITH KAREN (ED OF MUSEUM); SNACKS

FROM KEMMY'S PIES & NORTHSPUR BREWING (NO ALCOHOL). JP INVITED BOARD OF SUPES AS A WHOLE AS WELL AS WILLITS CITY MANAGER. MEET & GREETINGS ARE NOW QUARTERLY, ON 2ND TUESDAY OF MONTH, 3 – 5 PM. JS ASKED IF JPC COULD ASK KAREN TO INVITE SUPERVISOR HASCHAK PERSONALLY. TS ALSO THOUGHT VMC SHOULD INVITE SUPE HASCHAK PERSONALLY AS WELL. JPC SHARED NEWS THAT WILLITS CHAMBER HAS HIRED COORDINATOR WHO ATTENDED MCTC BOARD RETREAT. JG GENEROUSLY OFFERED STEEP DISCOUNTS ON ROOMS OF HIS HOTELS FOR ATTENDEES OF ANY MEET & GREET THAT HAPPENS ON THE COAST. PER MM, THE CURRENT RSVP COUNT IS 18, INCLUDING VMC STAFF.

- Gateway Signage – Bid
JPC – JO BRADLEY IS TRYING TO GET THROUGH TO CALTRANS REGARDING SPECS FOR GATEWAY SIGNAGE; JPC STARTING TO WORK ON RFP FOR BIDS. TS ASKED HOW MANY PROSPECTS; JPC ANSWERED 3-5. CANNOT PUT OUT RFP WITHOUT CALTRANS SPECS. TS SAID NEED TO START FAST-TRACKING SO THAT WE'RE SPENDING ALLOTTED FUNDS IN THIS FISCAL YEAR.

OTHER DISCUSSIONS:

TS REQUESTED JPC SHARE RECENT CONVERSATIONS SHE AND JS HAD WITH COASTAL PROPERTIES SO THAT VS COMMITTEE HAS INFO ON RADAR. PER JPC, THREE (3) PROPERTY OWNERS ARE BANDING TOGETHER FOR THE PURPOSE OF BRINGING CORPORATE BUSINESS RETREATS & CONFERENCES TO THE COAST; JS AND TS HAD A SIMILAR CONVERSATION WITH PARTNERS IN HOPLAND. WHAT STAKEHOLDERS/PARTNERS WANT IS FOR VMC TO PUT FORTH ENERGY AND EFFORT TO PROMOTE GROUP BIZ TRAVEL AND OTHER GROUP TRAVEL INCLUDING WEDDINGS. PER TS, JS WAS HIRED PARTIALLY FOR THIS PURPOSE; THERE HASN'T BEEN A SALES PROGRAM SINCE SUMMER 2019. JPC ASKED JG TO TALK ABOUT AVALON PROJECT ON THE COAST. JG SHARED THAT THIS 65-ROOM HOTEL & EVENT SPACE HAD BEEN PAUSED RIGHT BEFORE COVID AND IS STILL ON PAUSE. EXPECTS A 3-5 YEAR TIMELINE FOR THE PROJECT TO COME TO FRUITION. PROJECT WILL BE A 4-DIAMOND STYLE EXPERIENCE ON THE COAST – JUST NORTH OF JG CURRENT PROPERTIES.

JG ASKED ABOUT DESTINATION STEWARDSHIP VIDEOS AND IF FULLER DIGITAL MEDIA COULD PROVIDE. TS THOUGHT GREAT IDEA, COULD ALIGN WITH THE LEAVE NO TRACE PROGRAM IN PARTNERSHIP WITH SONOMA AND MARIN COUNTIES. DISCUSSION ON HOW THOSE LOOK CONCEPTUALLY – SHORT FORM, LONG FORM, ETC. JG SAID HE HAS SAMPLE VIDEOS TO SHARE; JS THINKS VIDEOS SHOULD SHOW SPECIFICALLY PLACES AROUND COUNTY & THEY SHOULD HAVE A MORE SERIOUS TONE (VERSUS ANY TYPE OF HUMOROUS SLANT).

8. FUTURE AGENDA ITEMS

- APPROVE CONSENT AGENDA FROM NOVEMBER, AS WELL AS NOW FEBRUARY
- PRESENT DRAFT OF GATEWAY SIGNAGE RFP.

9. NEXT MEETING DATE

TENTATIVE: APRIL 11TH, @ 2:00 PM

10. ADJOURN 2:51 PM