



MENDOCINO COUNTY TOURISM COMMISSION, INC.
VISITOR SERVICES COMMITTEE MINUTES
DATE: Thursday, February 17, 2022, TIME: 11:00 AM

CALL IN LOCATION:

<https://us02web.zoom.us/j/84743539438>

*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
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 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

INTRODUCTION OF GUESTS – Scott Connolly, Board of Directors Chairman (Reviewing Roberts Rules for Voting)

3. COMMENTS OF CHAIR – None

4. BOD CHAIR’S COMMENTS:

- Due Diligence responsibilities of Committee Members
- Pre-review of all materials in Agenda Packet
- Proper use of Motions to advance (or not) discussions/votes on Actionable Items.
- Serious deliberations on what Non-Actionable Items shall be sent to the full BOD versus Items which may need further committee review and/or may not be necessary for full BOD review.

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 9, 2021 meeting – discussion: *Approved SD; 2nd JG – Ayes: SD, JG, JB*
- *See notes for approval of August and September 2021 Meeting Minutes under Future Agenda Items.*

7. ITEMS FOR REVIEW Discussion Action Items

- Resident Sentiment Survey/Visitor Survey Timeline – *See Attached: SD previously worked with Carl Ribaldo – happy with VMC working with him again as he knows area well.*
- Gateway Signs – *1st Quarter Road Trip: JB and JPC are making first roadtrip to review potential Gateway areas. JB connected with CalTrans who said that some areas will require CalTrans permission; others will require County permission; or permission from private property owners. Old sign is in storage – will discuss at a later date what to do with it.*
- CORO Mendocino Partnership
 - *Analytics from 2021 Billboard – See Attached: VMC had a successful co-branding campaign with CORO*

and wants to continue partnership. RJ shared numbers to show success via analytics. JG thinks a great partnership and wants to keep as part of visitor experiences. Motion to approve: JG; 2nd: JB. Ayes: SD, JG, JB. Passes.

- *Pet Friendly Brochure: MM has updated the guide; tho' not printing until VMC Brand Upgrade. Info will go on website. Per TS, need to utilize relationship with DogTrekker as they're starting to run VC Pet friendly campaign – "Leave Only Pawprints". EC of State Parks is sending map of State Parks with Pet Friendly Trails, includes Beach Friendly spots and safety with marine life too (a concern JB brought up).*

8. FUTURE AGENDA ITEMS

- *Add August 10, 2021 & September 9, 2021 Meeting Minutes for approval.*

9. NEXT MEETING DATE

TENTATIVE: TBD

10. ADJOURN: Motion to adjourn: JG