



MENDOCINO COUNTY TOURISM COMMISSION, INC.
VISITOR SERVICES COMMITTEE MINUTES

DATE: Thursday, JUNE 9, 2022, TIME: 11:00 AM

CALL IN LOCATION: https://us02web.zoom.us/j/84234074555

*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: 11:06 AM

2. ROLL CALL:

Table with 3 columns: Committee Member, Attendance Status, Title. Rows include Sharon Davis (SD), Rakesh Taneja (RT), Jon Glidewell (JG), Jo Bradley (JB).

Table with 3 columns: Staff Member, Attendance Status, Title. Rows include Travis Scott (TRS), Ramon Jimenez (RJ), Jamie Peters-Connolly (JC), Mckenzie McLain (MM).

INTRODUCTION OF GUESTS: Janis MacDonald and Scott Connolly

3. CHAIR'S COMMENTS: SD: Thank you, everyone, for their patience

4. 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.

5. CONSENT AGENDA ITEMS [checked] Discussion [checked] Action Item

- Minutes from February 17, 2022 - APPROVE
o JG 1st and SC 2nd Motion Carries
Minutes from September 9, 2021 - APPROVE
o SC 1st and JG 2nd Motion Carries
Minutes from August 10, 2021 - APPROVE
o JG 1st and SC 2nd Motion Carries

6. ITEMS FOR REVIEW [checked] Discussion [unchecked] Action Items

- Resident Sentiment Survey - Post Survey Follow Up
o JC: We had about 600 respondents and we were only expecting about 400 most people have heard of Mendocino County, and it was a very down-the-middle response. Found that there is a need for tourism. Where there was a little bit of frustration is they felt the county wasn't moving in the right direction. A resident in Willits won the gift card.
o JG: Wondering if we can review responses from the survey
o TRS: Wants to post-survey results on meeting packet so everyone in the committee can review them.
Visitor Survey Upcoming
o JC: Found that people are still interested in eating outdoors in the non-permanent structures. We want to make sure that no one from this survey is not living in Mendocino County. In the end, they will pick 5 names and we will send them 200-dollar gift certificates to thank them for participating.
Gateway Signs - 4th Quarter Road Trips
o JC: All but an entryway to Covelo has been visited and pictures have been taken. In Gualala, they are ecstatic about having a visitor sign down there and Seawolf is very happy to have a sign in Yorkville as well. Now it's just a matter of finding what is Caltrans and what is personal property. We are waiting for the rebrand to be approved in the board meeting today to get the ball rolling. We should be

releasing the new brand in January.

- CORO Mendocino Partnership
 - RJ: We have been working with Coro for a couple of years now and through that sponsorship, we have gotten a lot of wine from them to include in media bags. We also were able to be included on their website. They route to our website, and it has been a great decision to partner.
 - TRS: As we move forward with Coro, they did their own rebrand to include VMC in their brand itself. You can see the influence from us has carried over to their marketing platform.
 - Rack Cards w/ VMC as a sponsor – CORO designs, VMC prints
 - Coro branding: Website & Print Materials mirroring VMC
 - www.corotrail.com
 - www.coromendocino.com
- Pet-Friendly Brochure
 - MM: All up to date with everything involving pets in Mendocino County just waiting for the rebrand to print.
 - RJ: We will distribute as a team, mail, and have used Norm to be a distributor.
 - TRS: Also have Mckenzie working on updating tear-off maps as well to rebrand.
- Visit 128 Project
 - JC: Was supposed to launch in the Spring of 2020 but now we are preparing to launch with the rebrand. All the places have been added, removed, and updated in notes and now we are waiting for the people on the project to edit. It is primarily wineries, but it is anything visitor facing within a mile of 128.
- Leave No Trace: Partnership with Counties of Mendocino, Sonoma & Marin \$12,500
 - TRS: Made an executive decision to be involved in a partnership after discussing it with Sharon Davis. We were asked to pay and be administrators of marketing. Each county has signed a paper to be involved and so now we are in a design phase meaning we will take the material that is produced, and we will integrate them into our marketing set to put out to visitors and potential visitors.

7. FUTURE AGENDA ITEMS

8. NEXT MEETING DATE

TENTATIVE: Aug. 4 at 11:00 AM – Moved to August 11th at 11:00 AM

9. ADJOURN: JG moves to adjourn 11:48