



**MENDOCINO COUNTY TOURISM COMMISSION, INC.  
VISITOR SERVICES COMMITTEE Minutes**

**DATE: Tuesday, August 10, 2021, TIME: 11:00 AM**

**CALL IN LOCATION:** <https://us02web.zoom.us/j/4111048625?pwd=Uy9tSmFzeVd5KzhDUmFDUkJXMkp4dz09>

**PASSCODE: 473975**

\*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: Meeting called to order by SD at 11:01 AM; TS running meeting as SD working solo.**

**2. ROLL CALL**

<b>Committee Member</b>	<b>Attendance Status</b>	<b>Title</b>
Sharon Davis (SD)	X Present <input type="checkbox"/> Absent	Chair
Rakesh Taneja (RT)	X Present <input type="checkbox"/> 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)	<input type="checkbox"/> Present    X Absent	Member
<b>Staff Member</b>	<b>Attendance Status</b>	<b>Title</b>
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 – No comments.**

**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**

- Minutes from February 9, 2021 meeting  
**Minutes from February 9, 2021 Meeting: Motion to approve - JG; 2<sup>nd</sup> - RT; approved by all committee members.**

**6. ITEMS FOR REVIEW  Discussion  Action Items**

- Visitor Guide | **See Attachment**
  - **The group liked the updated Visitor Guide, and the idea of ordering in smaller quantities to be able to update and reprint thereby minimizing waste. New updates will be dated (with edition) and a change of cover photo to distinguish from previous editions.**
  - **Motion to approve for print with caveat – 5,000 for 1<sup>st</sup> run & Out of County; distribution also to CA Visitor Services & Google Kiosks. Visitor Guides would last for one year. JG motions to print; RT seconds; all approve.**
- Gateway Signs
  - Relocation (Hwy 20 to New Location?)
  - Metal Options
    - **The group wants signage at every entry point into the County and all agreed that metal signage would be the best option. JPC contacting Braggadoon (after their hiatus) to get numbers.**
    - **Would like a design to review; JG suggests orange metal signs.**
    - **Number of signs needed is 5 with existing sign; 6 without per TS. Group would like all 6 signs to be metal.**
    - **Per JG, priority placement areas – North, East, South**

- Water Conservation Messaging
  - **Messaging on websites needs updating – VMC & MCTC. VMC needs Lodging group to approve message before designing.**
- New Mask Mandate – **General consensus that updated mask signage looks good.**
- Tear Off Maps (including distribution)
  - **General consensus that these are great and are being used all the time; one of the most important tools.**
- Fuller Digital Media Videos | **See Attachment**
  - **Proposal for 4 videos for incorporated communities (FB, Ukiah, Willits, Hopland as gateway; Pt. Arena already done)**
  - **Videos may be used to improve assets and use for social media, Mendo Moments, etc.**
  - **Opportunity for Stakeholders to get special pricing on :90 second videos**
  - **All agree videos look great and it's a good idea to improve our assets and use for our purposes – 1) boots on ground host on website; 2) ability to offer partner pricing (\$1,500 – half of typical cost).**
  - **Motion for 4 videos (incorporated towns) from Fuller by JG; SD seconds; all approve.**
- Website Change / MCTC (Ops to VS)
  - **Order form for materials will be created in Visitor Services area; VMC staff will fulfill orders.**
  - **All agree this is better usage for website.**
  - **Request to have direct links to collateral materials/info (covid, water, etc) within page, not just at link at top of page.**
- Campgrounds (status update on BID inclusion)
  - **TS trying for two years to get campgrounds and RV Parks into the BID. Campgrounds & RV Parks make up about 3% of total budget.**
  - **Right before the County created a notice for an ordinance change, TS pulled when it was discovered that two week prior to asking County to create a BID, a Camp Cow Now advocacy association voted NO – even before benefits has been discussed. TS is now trying to work directly with advocacy group before involving County.**

## 7. FUTURE AGENDA ITEMS

- **Gateway Signs, including costs info**
- **Fuller Digital Media Update**

## 8. NEXT MEETING DATE

TENTATIVE: **September 9, 2021 at 11 AM**

## 9. ADJOURN – Motion to adjourn JG at 12:30 PM