



MENDOCINO COUNTY TOURISM COMMISSION, INC.

VISITOR SERVICES COMMITTEE Minutes

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

CALL IN LOCATION: <https://us02web.zoom.us/j/84454862489>

*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 – JB CALL TO ORDER AT 11:11 AM

2. ROLL CALL

Committee Member	Attendance Status	Title
Sharon Davis (SD)	<input type="checkbox"/> Present X 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 - NONE

3. COMMENTS OF CHAIR – CHAIR IS ABSENT

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 – **MOVED TO NEXT MEETING, NO QUORUM**

- Minutes from August 10, 2021 meeting

6. ITEMS FOR REVIEW Discussion Action Items

- Gateway Signs
 - Metal Options
 - **Given an estimate of \$864 per metal panel 8' x 4'. For gateway signage, would want size in the range of 16' x 8' – all depends on sign location, m.p.h. of traffic, and viewing distance.**
 - **NEXT STEPS: Scout locations, reach out to CalTrans or property owner. (already have 2 locations)**
 - **VMC is looking for a brand refresh**
- Water Conservation Cling-On Distribution
 - **Over 1500 mirror clings have been distributed.**
 - **RJ created a printable version on MCTC website under Visitor Services**
- Fuller Digital Media – Stakeholder Outreach
 - **When appropriate, JPC will reach out to all stakeholders via 1) MailChimp, 2) Individual emails, 3) Phone calls/in person to share opportunities.**
 - Per Travis, Visitor Guide Update
 - **Have not yet been ordered, but expect to have printed by next VS meeting.**
 - **Based on discussion, order will be 15K minimum for full distribution externally and internally**
 - **Perfect Bind is the preferred binding for a more professional look**
- FUTURE AGENDA ITEMS
 - Fuller Digital Media Update

7. NEXT MEETING DATE

TENTATIVE: *November 11, 2021, 11 AM*

8. ADJOURN – JG motion to adjourn at 11:41 AM