



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