

VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC. VISITOR SERVICES COMMITTEE MINUTES

DATE: Monday, MAY 20, 2024, TIME: 11:00 AM

CALL IN LOCATION: <https://us02web.zoom.us/j/86187048622>

*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: 11:05 AM

2. ROLL CALL:

Committee Member:

Committee Member:	Attendance Status	Title
Jon Glidewell (JG)	X Present <input type="checkbox"/> Absent	Chairperson
Jo Bradley (JB)	X Present <input type="checkbox"/> Absent	Member
Kevin Fleming (KF)	X Present <input type="checkbox"/> Absent	Member
Alina Reyes (KF)	X Present <input type="checkbox"/> Absent	Member

Staff Member:

Staff Member:	Attendance Status	Title
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Executive Director
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Public Relations & Communications Manager
Lisa Batson (LB)	X Present <input type="checkbox"/> Absent	Marketing Manager
Mckenzie McLain (MM)	<input type="checkbox"/> Present X Absent	Marketing & Communications Coordinator
Janis MacDonald (JM)	<input type="checkbox"/> Present X Absent	Festival Coordinator

3. INTRODUCTION OF GUESTS: None

4. CHAIR'S COMMENTS: None

5. 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.

6. CONSENT AGENDA ITEMS Discussion Action Item

- Minutes from April 9, 2024 – APPROVE – See Attachment – Motion - JB ; 2nd - AR; all approved, motion passes.

7. ITEMS FOR REVIEW Discussion Action Items

- Gateway Signage Design – APPROVE – See Attachments Motion - JB; 2nd -JG; JG, JB, KF approve; AR does not approve; motion passes.
- Visitor Guide – guides have arrived; will need to be judicious about distribution considering the cost and not having printed as many.
- Pet Guide – next in line to print after events brochure and beer map.
- Cannabis Trail - received small amount to distribute to the three landmarks listed
- Events Brochure – First edits happening now
- Regional Tear-Off Maps – next project to work on
- Harvest Mendocino Participation – deadline to submit participation is July 5th.

8. FUTURE AGENDA ITEMS Gateway Signage update, pet guide for review

9. NEXT MEETING DATE

TENTATIVE: TBD

10. ADJOURN – Motion by AR