

VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.
VISITOR SERVICES COMMITTEE MINUTES
DATE: Friday, JULY 12, 2024, TIME: 10:00 AM
CALL IN LOCATION: <https://us02web.zoom.us/j/88621343547>

*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:

2. ROLL CALL:

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 (AR) | X Present | <input type="checkbox"/> Absent | 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 May 20, 2024 – APPROVE – *See Attachment Motion – KF; 2nd – AR; all in favor, motion passes.*

7. ITEMS FOR REVIEW Discussion Action Items

- Gateway Signage Design – APPROVE – *See Attachment Motion to approve moving forward with project as presented – JB; 2nd – AR; all in favor, motion passes.*
- Beer Guide, electronic version – *See Attachment JG asked about criteria for inclusion; JC responded inclusion is based on the selection and variety of beers & ales; agreed we don't want to dilute brochure with mentioning too many options.*
- Events Brochure, electronic version – *See Attachment – JG says events brochure will be helpful for planning purposes.*
- Pet Guide – *Per LB, waiting on first proof for review.*
- Restaurant Association – Update – *JC gave update on status; two Ukiah restaurateurs had concurrently established an association and have set it up as a 501(c)6 per one of the owners. VMC has stepped away from any further attempts to create an association for restaurants and referred previous meeting attendees to the other association.*

8. FUTURE AGENDA ITEMS – Any updates on Gateway Signage project; Pet Guide. JG asked what else the VS Committee could do to help Visitor Services in the County. JC responded about the CTA program at Mendocino College. RJ will

meet with Mendo College Foundation to find out where the program stands. JB has a Mendocino County Ambassador card. JG says there was a conversation about integrating new hospitality program under Food/Bev program at College.

9. NEXT MEETING DATE

TENTATIVE: TBD

10. ADJOURN – Motion – AR; 2nd - JG