



MENDOCINO COUNTY TOURISM COMMISSION, INC.

VISITOR SERVICES COMMITTEE MINUTES

DATE: AUGUST 15, 2017

TIME: 10:30 AM

LOCATION: MCTC OFFICE FORT BRAGG CA

Chair Marcus Magdaleno called the meeting to order at 10:40 AM. Present were committee members Marcus Magdaleno (MM) and Jon Glidewell (JG). Also present were staff Richard Strom (RS), Luz Harvey (LH) and Alan Humason (AH).

Under comments of the chair, MM noted the committee only has three members. The consensus was that the number is sufficient for the time being. MM also said he would investigate the status of the Anderson Valley kiosk.

There was no public comment.

MM moved to approve the minutes. JG seconded. The minutes were approved.

OLD BUSINESS

- A. Tear off maps** – RS indicated the Ukiah map was in process and the Willits maps have been completed and distribution is underway. It was requested that the updated maps be on the website as PDFs and that they be mobile enabled.
- B. State Fair Update** – RS stated that Mendocino County won a gold medal and was voted as having the best content, the latter for the first time ever.
- C. Sales Plan Update** – Plans are underway for the Women’s Expo in Sacramento on Oct. 21, 2017; the Pet Expo, also in Sacramento, on January 13-14, 2018; The San Diego Travel and Adventure Show on January 13-14, 2018; the Bay Area Travel and Adventure Show on February 17-18, 2018 and Sunset Celebration Weekend on May 20-21, 2018.
- D. Green Bags** – A new shipment of 12,000 has arrived. There were five sponsors, whose payments essentially paid for the cost of the bags.

NEW BUSINESS

- A. Discussion on leveraging county events to enhance community and the creation of an event packet** – LH will create an event check list and will provide more

information on the web site for assistance in organizing events. Work continues on identifying meeting venues.

- B. State Fair Exhibit 2018** – The theme will be Seabiscuit and the agricultural bounty of the county. It will be a celebration of the horse's 85th birthday. Ridgewood Ranch and the Seabiscuit Heritage Foundation are excited to participate.
- C. Visitor Guide and Certified Folder** – There was a discussion concerning the need for another printing. No decision has been made on the future of the guides.
- D. Upcoming FAM trips** – RS reported that FAMs for Adventure Travel, Austria and a UK Super FAM were coming this fall. Alison also has a variety of media FAMs.
- E. Pet Guide Update** – The committee recommended the pet guide be updated as long as advertising was sold to defray the cost. It is important that the guide contains accurate information.
- F. Glossary of Industry Terms** – This is in the marketing plan and Alison will expand.

No date was established for the next meeting.

The meeting was adjourned at 11:40 AM.