



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE AGENDA

DATE: Tuesday, November 3, 2020 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/87293111690?pwd=MFpSd3M3ZFRJV1RhU0QvWjZBK25wUT09>

\*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

Festival Committee

- Bernadette Byrne (BB)
Tom Liden (TL)
Tom Yates (TY)
Gregg Lamer (GL)
Kevin Brutocao (KB)
Jamie Peters-Connolly (JC)

Attendance Status

- [ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent

Title

- Chair
Member
Member
Member
Member
Member

Marketing Committee

- Scott Connolly (SC)
Bernadette Byrne (BB)
Susie Plocher (SP)
John Dixon (JD)
Alyssum Weir (AW)
Jennifer Seward (JS)
Cally Dym (CD)
Brett Schlesinger (BS)
Kasie Gray (KG)

Attendance Status

- [ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent

Title

- Chair
Member
Member
Member
Member
Member
Member
Member
Member

Staff Members

- Travis Scott (TS)
Ramon Jimenez (RJ)

Attendance Status

- [ ] Present [ ] Absent
[ ] Present [ ] Absent

Title

- Executive Director
Marketing and Sales Coordinator

Introduction of Guests:

3. CHAIR'S COMMENTS

- FESTIVAL COMMITTEE CHAIR
MARKETING COMMITTEE CHAIR

4. PUBLIC COMMENT ON NON-AGENDA ITEMS

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

5. CONSENT AGENDA ITEMS [ ] Discussion [ ] Action Item

- 10.13.2020 Meeting Minutes

6. ITEMS FOR REVIEW [ ] Discussion [ ] Action Items

- Fall Campaign Analytics - See Attached
Crab Feast/Winter Months Conversation
PR Update
Website Update
Booking link - See Attached
Room to Roam Logo - See Attached
Social Media Updates/ Analytics - See Attached
VMC.com Google Analytics - See Attached
Wrap Up | What to Report to the BOD
Festival

- Marketing

7. FUTURE AGENDA ITEMS ✓ Discussion

- Festival Committee:
- Marketing Committee:

8. NEXT MEETING DATE ✓ Discussion

- FESTIVAL TENTATIVE: Tuesday, December 1, 2020 10AM
- MARKETING TENTATIVE: Tuesday, December 1, 2020 10AM

9. ADJOURN ✓ Action