



**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**

X Present  Absent  
 X Present  Absent  
 Present X Absent  
 Present X Absent  
 Present X Absent  
 X 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**

X Present  Absent  
 X Present  Absent  
 Present X Absent  
 Present X Absent  
 X Present  Absent  
 Present X Absent  
 X Present  Absent  
 X Present  Absent

**Title**

Chair  
 Member  
 Member  
 Member  
 Member  
 Member  
 Member  
 Member  
 Member

**Staff Members**

Travis Scott (TS)  
 Ramon Jimenez (RJ)

**Attendance Status**

X Present  Absent  
 X Present  Absent

**Title**

Executive Director  
 Marketing and Sales Coordinator

**Introduction of Guests:**

**3. CHAIR’S COMMENTS**

- **FESTIVAL COMMITTEE CHAIR**
  - Working to recruit new festival committee members
- **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
  - Tabled to next meeting

**6. ITEMS FOR REVIEW  Discussion  Action Items**

- Fall Campaign Analytics – *See Attached*
  - BB- We should continue to market since lodging is seeing a softening of reservations
  - BB- Keep Our View of Fall and keep marketing
  - JC- My opinion - keep it going; it's too tenuous of a time to stop even for a little bit
- Crab Feast/Winter Months Conversation
  - Pairing wineries with lodging properties would not be allowed until we get into the orange tier
  - We are working on micro-trips throughout the county and that will be our PR push for the month of November

- It would be a great extension of Our View of Fall campaign
- AW- Room to roam is great marketing for winter/fall
- PR Update
  - Tabled until board meeting
- Website Update
  - Booking link – *See Attached*
- Room to Roam Logo – *See Attached*
  - AW – Find your happy increased brand awareness, but room to roam creates a feeling of safety and adventure and it will get us through COVID and it works very well
  - JC – Agree with Alyssum
  - BS - Agreed
- 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:**
  - Our View of Fall Campaign and analytics
  - That we are continuing it through winter
  - Exploring how we are using room to roam as the bridge between our winter months
  - Booking link
- **Marketing Committee:**

## 8. NEXT MEETING DATE Discussion

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

## 9. ADJOURN Action 10:38 by JC