



MENDOCINO COUNTY TOURISM COMMISSION, INC.
COMBINED FESTIVAL & MARKETING COMMITTEE AGENDA

DATE: Tuesday, June 2, 2020 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/84129937217>

*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)

Martha Barra (MB)

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

Present Absent

Title

Chair

Member

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 Possible Action

- Minutes
 - 03.03.2020 Minutes
 - 05.12.2020 Minutes

6. ITEMS FOR REVIEW Discussion Possible Action Items

- TheorySF Contract
- Marketing Agency RFP
- Fall Festivals – Direction/What do they look like in 2020?
 - Discussion, series of “trails”
 - Yes, we’re OPEN! Two weekend open houses?
- 2020/2021 Marketing Plan
- PR Update

- ThoerySF Tasks:
 - Booking Engine on Website – See Attached Quote
- Reopening Campaign – See Attached Deck
- Video Updates
- Social Media
- VMC.com Google Analytics
- Wrap Up | What to Report to the BOD
 - Festival
 - Marketing

7. FUTURE AGENDA ITEMS ✓ Discussion

- **Festival Committee:**
 - New Standing Item: Current Festival/Event Campaign Analytics' Report from Marketing Staff for Festival Meetings.
- **Marketing Committee:**
 - Answer the question: best to put (the smaller amount of) marketing dollars towards branding or events?
 - TheorySF will have a response to this in their July presentation

8. NEXT MEETING DATE ✓ Discussion

- **FESTIVAL TENTATIVE:** Tuesday, July 7, 2020 10AM
- **MARKETING TENTATIVE:** Tuesday, July 7, 2020 10AM

9. ADJOURN ✓ Action