



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, August 3, 2021 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/85906983068?pwd=ZGRiempxRkkxaHBnQXM0RTlrMzNUQT09>

*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 10:06 AM

2. ROLL CALL

Festival Committee	Attendance Status	Title
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Chair
Tom Liden (TL)	X Present <input type="checkbox"/> Absent	Member
Tom Yates (TY)	<input type="checkbox"/> Present X Absent	Member
Gregg Lamer (GL)	<input type="checkbox"/> Present X Absent	Member
Sharon Haag (SH)	<input type="checkbox"/> Present X Absent	Member
Margaret Pedroni (MP)	<input type="checkbox"/> Present X Absent	Member
Katrina Kessen (KK) 10:07 AM	X Present <input type="checkbox"/> Absent	Member
Marketing Committee	Attendance Status	Title
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present X Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present X Absent	Member
Alyssum Weir (AW)	X Present <input type="checkbox"/> Absent	Member
Raakesh Patel (RP)	<input type="checkbox"/> Present X Absent	Member
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Member
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Member
Staff Members	Attendance Status	Title
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Partner Relations & Communications

Introduction of Guests:

3. CHAIR'S COMMENTS

- **FESTIVAL COMMITTEE CHAIR**
 - Working on getting events together for the festival
- **MARKETING COMMITTEE CHAIR**
 - Looking forward to contracts and looking forward to getting approved

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.

- TS: Email that went out last week was sent out prematurely and have discussed with the team how to prevent that in the future.

5. CONSENT AGENDA ITEMS Discussion Action Item

- 6.1.2021 Meeting Minutes
- 7.6.2021 Meeting Minutes
 - No quorum in festival committee

6. ITEMS FOR REVIEW Discussion Action Items

- PR Report
 - TS: Had PR contractor here last week

- USA today, LA times, Men's Journal are some of the key placements
- Suds and Buds was distributed
- PR Highlights were sent out to our stakeholders
- Media goals were surpassed significantly last year except trade shows (only 1 of 2)
- Harvest Feast Mendocino
 - JC: Rack card and Ads are complete
 - Landing page almost complete
 - Continuing working with partners to create events to add to the feast offerings
- Wellness Feast Mendocino
 - CD: Should we name it something else?
 - BB: Maybe we create a tagline that communicates more of the elements that will be incorporated
 - TS: Staff will put some ideas together and send them to the chairs
- Brendan McGuigan Proposal – *See Attached* | Approve
 - BB: Include more inland locations
 - TS: Photos can be requested from the shoots
 - CC 1st BB 2nd *Motion Carries*
- Roberta Gonzales Contract – *See Attached* | Approve
 - BB: Motion that we approve the expenditure for 3 podcast episodes working with Roberta Gonzales Productions as the producer
 - BB 1st 2nd CD *Motion Carries*
- Dog Trekker Powerpoint
- Dog Trekker Contract – *See Attached* | Approve
 - CD 1st SC 2nd *Motion Carries*
- Room to Roam Update
- Room to Roam Analytics – *See Attached*
- Social Media Updates/ Analytics – *See Attached*
- Google Analytics – *See Attached*
- Booking Link – *See Attached*
- Wrap Up | What to Report to the BOD
 - Festival
 - Marketing

7. FUTURE AGENDA ITEMS ✓ Discussion

- **Festival Committee:** Updates on wellness feast name and updates on harvest feast developments
- **Marketing Committee:**

8. NEXT MEETING DATE ✓ Discussion

- **FESTIVAL TENTATIVE:** Tuesday, September 7, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, September 7, 2021 10AM

9. ADJOURN ✓ Action by CD 11:24 AM