



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
MARKETING COMMITTEE AGENDA**

DATE: Wednesday August 1, 2018 **TIME:** 11:00AM
LOCATION: Ukiah Valley Conference Center, 200 School St., Ukiah CA 95482

CALL-IN: Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437
101 Gregory Lane, Willits CA 95490

**Dial-in Number: (712) 770-4700
Participant Access Code: 713704#**

**Please note: In accordance with 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 from or at the locations above.*

- I. CALL TO ORDER
- II. ROLL CALL
- III. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*
- IV. APPROVE MINUTES: July 10, 2018
- V. ACTION ITEM: COMMITTEE TO VOTE ON NOMINATION OF KATRINA KESSEN (ECOTERRA) TO COMMITTEE
- VI. MUSHROOM FESTIVAL :
 - a. CONFIRMATION OF NAME
 - b. BROCHURE REFRESH
 - c. ANCHOR EVENT UPDATE
- VII. THEORYSF:
 - a. BRAND LAUNCH CAMPAIGN OVERVIEW AND RESULTS
 - b. WEBSITE ANALYTICS
 - c. MARKETING PLAN FOR 2018/19

NEXT MEETING DATE

ADJOURN