



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Agenda

DATE: Tuesday, August 13, 2019 TIME: 11:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg CA

***CALL-IN LOCATION: Redwood Empire Fair Grounds, 1055 N. State St, Ukiah CA**

CONFERENCE CALL PHONE: (605) 562-0400 / CODE: 443 8581 #

*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

I. CALL TO ORDER

II. ROLL CALL

a. Committee Members	Attendance Status		Title
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Alyssum Weir (AW)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Maegen Loring (ML)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Scott Connolly (SC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

b. Staff Members	Attendance Status		Title
Travis Scott (TS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Katrina Kessen (KK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Partner Relations Manager
Ramon Jimenez (RJ)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests

III. CHAIR'S COMMENTS

IV. 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.

V. CONSENT AGENDA ITEMS Discussion Possible Action

- a. Minutes from 7.02.2019 Meeting

VI. ITEMS FOR REVIEW Discussion

- a. Year End Account 5130 Overview | See Attachment
- b. Media Matters WorldWide Presentation | See Attachment
- c. Happy Land Guide | See Attachment
- d. Make Yourself Happy | Film and Talent
- e. TheorySF Animation | Concept for Digital Marketing | See Attachment
- f. Social Media Influencer Photo Shoot | See Attachment
- g. Hwy 128 Road Trip | See Attachment
- h. PR 18/19 | Round-Up | See Attachment
- i. PR 19/20 | FAM Trips | See Attachment
- j. PR Report | Inland VS Coastal PR Coverage | See Attachment
- k. Fold Out Map | See Attachment

XI. FUTURE AGENDA ITEMS Discussion

XII. NEXT MEETING DATE Discussion

TENTATIVE: Wednesday, September 4, 2019 at 11:00 AM

XIII. ADJOURN Action