



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**Marketing Committee Agenda**

**DATE: Wednesday, August 7, 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**

<b>a. Committee Members</b>	<b>Attendance Status</b>		<b>Title</b>
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>b. Staff Members</b>	<b>Attendance Status</b>		<b>Title</b>
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**