



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

"The Marketing Committee shall be composed of a maximum of seven (7) voting members as follows: (i) one (1) Director of the Corporation; (ii) six (6) members-at-large; and (iii) the Executive Director or its designee. The Marketing Committee chair shall be elected by a majority of committee members. The Committee shall be responsible for advising and making recommendations to the Board in fulfillment of its duties and obligations regarding all marketing activities and issues, including but not limited to advertising, public relations and website activities." - bylaws, Article 6, Section 6.1, (d) (iv)

**DATE:** Tuesday, March 7, 2017      **TIME:** 1:00PM  
**LOCATION:** Ukiah Valley Conference Center, 200 South School Street, Ukiah, CA 95482  
**CALL-IN:** Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437  
**CALL-IN:** 1 (646) 749-3131      **ACCESS CODE:** 844-364-541

The meeting will be hold on GoToMeeting.com. Please access the meeting at:

<https://global.gotomeeting.com/join/831700669>

*\*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 - *Brown Act Requirements: Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*
- IV. APPROVAL OF MINUTES OF FEBRUARY 21, 2017 MARKETING COMMITTEE MEETING
- V. MEET THE NEW MARKETING AGENCY
- VI. MARKETING AGENCY FAMILIARIZATION TOUR
- VII. REVIEW 2017-18 MARKETING & PR BUDGET
- VIII. DISCUSS & DEVELOP THE MARKETING & PR WORK PLAN
- IX. MARKETING REPORTS
- X. UPDATES
  - A. Website Project
  - B. Contracts
- XI. FUTURE AGENDA ITEMS
  - A. Advertising Sponsorship Policy

**NEXT MEETING DATE**

**ADJOURN**