Mendocino County Destination Marketing Organizational Chart

July 2017

County of Mendocino Board of Supervisors

Mendocino County Lodging BID Advisory Board
5-member board

Mendocino County Tourism Commission
11-member board

Executive Director
Alan Humason

Contractors & Vendors:

- **Sales Manager**: Richard Strom
- **Marketing & Communications Coordinator**: Alison de Grassi
- **Public Relations**: KOLI Communications
- **Marketing Agency**: TheorySF
- **Social Media**: Brendan McGuigan
- **Website**: Brandhound
- **Bookkeeping**: Daphne Haney

Sales & Hospitality Coordinator
Luz Harvey

Tourism Marketing Assistant
Vanlee Waters

Office Coordinator
Kathy Chacon

Mendocino County Partner Organizations:

- Mendocino Winegrowers Incorporated
- Arts Council of Mendocino County
- Chambers of Commerce throughout the county
- City promotional organizations
- Economic Development Finance Corporation
- Workforce Investment Board

Regional/State Partner Organizations:

- North Coast Tourism Council
- Visit California
- California Travel Association
- Sacramento CVB
- San Francisco Travel
- Brand USA