



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Minutes

DATE: Wednesday, April 3, 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

11:05 AM

II. ROLL CALL

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

  

b. Staff Members	Attendance Status		Title
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Partner Relations Manager
Emily Saengarun (ES)	<input checked="" 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 3.06.2019 Meeting  
**JS moved for approval, ML 2<sup>nd</sup>, Roll Call: all approved, 2 absent**

VI. ITEMS FOR REVIEW  Discussion

- a. Media Matters World Wide Web Stat Review
- b. Taste Mendocino (4/27/2019)
- c. Pinot Fest (5/17-19/2019)  
 "Some weekends taste better than others"
- d. Cannabis Marketing (Tabled)
- e. Up and coming FAM Visits
  - IPW FAM – Information provided by Richard Strom

XI. FUTURE AGENDA ITEMS  Discussion

MMWW Report for Board

XII. NEXT MEETING DATE  Discussion

SET: Wednesday, May 1, 2019 at 11:00 AM 105 W. Clay Street, Ukiah CA and 345 N. Franklin Street, Fort Bragg CA

XIII. ADJOURN  Action

BB moved to adjourn, 11:40 AM