



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Minutes

DATE: Tuesday, September 10, 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

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50-8962 #

*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

11:02 AM

II. ROLL CALL

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 checked="" type="checkbox"/> Present	<input 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 type="checkbox"/> Present	<input type="checkbox"/> Absent	Member	Resigned/Stepped down
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member	

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
Ramon Jimenez (RJ)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

Introduction of Guests

None

III. CHAIR'S COMMENTS

CD – we need to dress down and interrupt our data and we will now do a wrap up at the end of our meetings of what we will present to the board.

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.

ADG – should we fold January Restaurant Month (with Visit California) into crab feast to receive the promotion with Visit California?

V. CONSENT AGENDA ITEMS Discussion Possible Action

- a. Minutes from 8.13.2019 Meeting
No quorum

VI. ITEMS FOR REVIEW Discussion

- a. ABC7 Proposal | Worked with them a few years ago in Bay Area (Shown In) | To update and re-edit mushroom for \$3,500 and create new for the crab cake cook off for \$6,500 | **BB motioned for approval of \$10k budgeted spend, SC 2nd, roll call; all present approved, 1 absent, motion passed** | Noted: CD – where would this money come from in the budget? TS – spent digital marketing budget. BB – Spring Feast will need some love. ADG – up to the committee, should budget in the future with room for other opportunities. CD – Agrees with BB, we should save some money for Spring. ADG – Agrees, we will need a saleable event. BB – the Bay Area has great exposure.
- b. Digital marketing | start 9/9/19 | Mushrooms grow from the ground + 3-15 second videos
- c. Annual Report | Draft completed
- d. Mushroom Brochure | Done – 15K ordered

- e. FAM updates | Report out given
- f. Dog Trekker Proposal | up \$2.5k from last year | budgeted at \$7k | **BB motioned to offer \$7.5k (\$500 higher than budgeted), AW 2nd motion, roll call; all present approved, 1 absent, motion passed.**
- g. Wrap Up Board Report | ABC7 \$10k | Dog Trekker \$7.5k | Digital Launch 9/9/2019 | Neilson study vs Survata (on Cellphone) | Mushroom Brochure | PR Count

XI. FUTURE AGENDA ITEMS  **Discussion**

- Add 7.2.2019 Minutes
- Information on True Up

XII. NEXT MEETING DATE  **Discussion**

~~TENTATIVE: Wednesday, October 2, 2019 at 11:00 AM~~

SET: Wednesday, October 9, 2019 at 11:00 AM

XIII. ADJOURN  **Action**

BB called to adjourn at 11:46 AM