



**MENDOCINO COUNTY TOURISM COMMISSION, INC.  
Marketing Committee Recommendation**

**Recommended motions to go before the MCTC Board of Directors: approved by the MCTC Marketing Committee on Wednesday, June 5, 2019**

1. The Marketing Committee recommends to the MCTC Board of Directors that VMC staff be permitted to include cannabis-related businesses and events in the business listing and event directories, MendoMoments, and other public areas on the VisitMendocino.com website, marketing and public relation activities, other visitor-facing print and digital collateral.
2. The Marketing Committee recommends that in the event the Mendocino County Promotional Alliance votes to dissolve the organization and liquidate its currently held funds, and votes to distribute a portion, up to 100%, of those funds to MCTC, that MCTC be permitted to use those funds for the purpose of marketing cannabis tourism.