



MENDOCINO COUNTY TOURISM COMMISSION
VISITOR SERVICES COMMITTEE MINUTES

DATE: January 24, 2017
TIME: 11 AM – Noon
LOCATION: MCTC Office, Fort Bragg CA

Chair Marcus Magdaleno called the meeting to order at 11:04 AM. Present were committee members Cally Dym (CD), Marcus Magdaleno (MM) and Jon Glidewell (JG). Also present were staff Richard Strom (RS), Luz Harvey (LH), and Brent Haugen (BH).

Under public comment LH discussed the maintenance of the Anderson Valley kiosk. RS was referred to Arlene Bloom, the Chamber contact.

JG moved to approve the minutes from the November 22, 2016 meeting. CD seconded. Motion passed.

OLD BUSINESS

A. Gateway signage – Due to a decline in traffic attributable to the Willits Bypass, the committee discussed installing a billboard on Highway 101 North directing traffic into Willits and to Highway 20 and the coast. CD moved to transfer the installation of a gateway sign on Highway 128 to Willits as discussed and for staff to investigate feasibility of a partnership between Willits and Fort Bragg on this issue. JG seconded. Motion passed.

B. Tear Off Maps – RS reported that the Ukiah maps were in progress. BH suggested Holly Madrigal be contacted about the Willits map. There was a suggestion to include electric charging stations on future maps.

C. State Fair Display – There were no updates. There will be a whale and aquaculture theme.

D. Meeting Database – It is moving forward as time permits.

E. Mini Guide – Reprints are complete.

NEW BUSINESS

A. Visitor Guide – There was a discussion about possible options. BH wants to reprint 5000 of the existing guides to hold us over until a decision is made about the future direction.

B. Green Bags – The committee requested samples to review at the next meeting.

C. Sales Plan – The committee requested a detailed list of possible trade shows and events to be evaluated at the next meeting.

The next meeting date is February 15th at 11 AM at the Fort Bragg office.

The meeting was adjourned at 12:15 PM.