



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Visitor Services Committee Agenda

DATE: Thursday, February 7, 2019 TIME: 11:00 AM

PLACE: 345 North Franklin Street, Fort Bragg CA 95437

CALL IN: 105 West Clay Street, Ukiah CA 95482

(605) 562-0400, access 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

II. ROLL CALL

Table with 3 columns: Member, Attendance Status, Title. Rows include Cally Dym (CD), Sharon Davis (SD), Scott Connolly (SC), Rakesh Taneja (RT), Jon Glidewell (JG), Richard Strom (RS), Katrina Kessen (KK), and Emily Saengarun (ES).

III. CHAIR'S COMMENTS

- a. Introduction of Members
b. Brief History on Committee

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. APPROVE MINUTES FROM Previous Meeting (None)

VI. SALES Discussion

- a. Budget Review
b. Upcoming Events/Trade Shows
c. Potential Sale Opportunities
i. Bridal Events
ii. Ghirardelli Chocolate Festival, San Francisco CA, September 2019
iii. International Sportsman Exposition, Scottsdale AZ, March 2019

VII. 2019 California State Fair Booth Discussion

VIII. Partner Relations Manager Report Discussion

- a. Hotel Adoption Program (HAP) Updates
b. Stakeholder Education Program, in the works

IX. Director of Tourism Development Report Discussion

- a. Chamber Adoption, Memberships & Grants
b. I-Flags, recent order
c. Visitor Guides, newer version in development
d. Mini Visitor Guides, updated in the works
e. Tear Off Maps, recent order
f. Adopt a Trail
g. Orange Bags, recent order
h. Ukiah Welcome Sign, refresh
i. South Coast Welcome Sign, refresh

X. FUTURE AGENDA ITEMS Discussion

XI. SET NEXT MEETING Discussion

TENTATIVE: (Quarterly) Thursday, May 2, 2019 at 11:00 AM | PLACE: 345 North Franklin Street, Fort Bragg CA 95437 | CALL IN: 105 West Clay Street, Ukiah CA 95482

XII. ADJOURN Possible Action