



## MENDOCINO COUNTY TOURISM COMMISSION

### VISITOR SERVICES COMMITTEE MINUTES

**DATE:** Thursday June 2, 2016  
**TIME:** 2:00 PM  
**LOCATION:** MCTC office, 345 N. Franklin St. Fort Bragg CA 95437  
**CALL IN:** 1-605475-5950 694806

1. **Call to Order**- Chair Marcus Magdaleno called the meeting to order at 11:04 AM.
2. **Roll Call** – Present and in attendance were: Marcus Magdaleno (MM), Mike Bradbrook (MB), Cally Dym (CD) and Jon Glidewell (JG). Also present was staff Richard Strom (RS). Present via conference phone was guest John Kuhry, (JK) who is the Chair of MCTC.
3. **Comments of Chair** – The Chair, MM, thanked the members for their attendance.
4. **Public Comment** – Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period. There was no public comment.
5. **Old Business** –
  - A. **Gualala Gateway sign** – RS reported that the Coastal Commission requires gateway signs to be no more than 40 sf. The proposed sign is 127 sf. The committee asked staff to pursue attempts to find a creative solution; investigate whether any surrounding counties had similar experiences; and draft a letter from the Chair to Supervisor Hamburg seeking his assistance.
  - B. **South Coast Tear Off Maps** – The committee was shown the revised maps. The committee requested that all tear off maps be available on the web site as pdfs.
  - C. **State Fair Display** – The committee requested that the photo op be inside the car at the drive-thru tree.
  - D. **Boonville Restroom Facility** – There was nothing new to report. MM and RS will plan a field trip to talk to the Apple Fair soon. The lack of a budget item for this project was discussed.
  - E. **Fillmore Jazz Festival** – RS reported that the event over the Fourth of July weekend was well organized and should be a great branding opportunity for Mendocino County.
6. **New Business** –

**A. Budget for Sales and Visitor Services FY 16/17** – The budgets for both were discussed. CD moved approval of the Sales budget. MB seconded. The sales budget was approved unanimously. CD moved approval of the Visitor Services budget. JG seconded. The Visitor Services budget was approved unanimously. MCTC Chair JK discussed expanding the visitor center support program to encompass all county visitor centers, not just the Redwood Coast. CD provided some history of the previous program. The committee will agendaize this issue for the next meeting.

**B. Hopland Kiosk** – The committee requested RS to obtain a detailed proposal with budget from the Solar Living Institute.

**C. Yorkville Visitor Proposal** – The committee is waiting on a detailed proposal with budget from the owner of the Yorkville Market.

**D. Future of Visitor Guide** – The committee discussed moving away from the large visitor guide and into a smaller format. MB suggested an e-guide combined with the newsletter.

**E. Future of Calendar** – The committee discussed not producing future paper calendars.

**F. Sales Plan for FY 16/17** – RS informed the committee of plans to attend the Portland Here and There event, The Bay Area Adventure Show, the Los Angeles Adventure Show and Sunset Celebration Weekend in Sonoma. The committee approved the Sportsman’s Show in Sacramento provided Humboldt County shared the cost and staffing. MCTC Chair JK requested that consumer shows between now and August be put on hold for evaluation by the new Executive Director. RS reported that the next trade show was not until October.

**7. Next Meeting Date – TBD**

**8. Adjourn** – MM adjourned the meeting at 12:50 PM.