



MENDOCINO COUNTY TOURISM COMMISSION, INC.
VISITOR SERVICES COMMITTEE AGENDA

DATE: Thursday, August 22, 2019 TIME: 3:00 PM

MEETING LOCATIONS: 345 N. Franklin Street, Fort Bragg CA 95437 & 105 W. Clay Street, Ukiah CA 95482

CALL IN NUMBER: (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 columns: Committee Member, Attendance Status, Title. Rows include Cally Dym (CD), Sharon Davis (SD), Rakesh Taneja (RT), Scott Connolly (SC), Jon Glidewell (JG) and Staff Member Travis Scott (TS), Katrina Kessen (KK), Ramon Jimenez (RJ), Emily Saengarun (ES).

III. COMMENTS OF CHAIR

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS

Brown Act Requirements: Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period.

V. CONSENT AGENDA ITEMS [X] Discussion [X] Possible Action

- a. Minutes from MAY 2, 2019 Meeting

VI. EXECUTIVE DIRECTOR REPORT

- a. Sales Department Update
• Draft Sales Plan | Review | See Attachment
b. State Fair Booth | Review
c. Visitor Guide | Review | See Attachment
d. Gateway Signs | Quote to Relocate 1 Sign | See Attachment
e. Orange bags | Update

VII. PARTNER RELATIONS MANAGER REPORT

- a. HAP | Updates
b. Educational Workshops | Update on Research
c. Wedding Survey | Results | See Attachment

VIII. ADDITIONAL ITEMS FOR REVIEW

- a. Boonville Kiosks at Anderson Valley Brewing Company | Research | SC to report on
b. New Map Concept | ES to report on | See Attachment

IX. FUTURE AGENDA ITEMS

- a. Proposed In-market Research Study

X. NEXT MEETING DATE

TENTATIVE: Thursday, November 21, 2019 TIME: 3:00 PM

XI. ADJOURN