

**MENDOCINO COUNTY TOURISM COMMISSION**

**VISITOR SERVCIES COMMITTEE AGENDA**

**DATE: November 22, 2016**

**TIME: 10:30 AM to NOON**

**LOCATION: Fort Bragg Office, 345 N. Franklin St.**

**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 below.

**CALL IN NUMBER: 1-605-475-5950 Code: 694806**

**CALL IN LOCATION: None**

**1. Call to Order**

**2. Roll Call**

**3. Comments of Chair**

**4. Public Comment**

**5. Approval of Minutes** from June 2, 2016 meeting

**6. Old Business:**

**A.** Gateway signage

**B.** Tear off maps Ukiah and Willits

**C.** State Fair Display

**D.** Boonville Restroom

**7. New Business:**

**A.** Sales plan for consumer trade events last half of FY

**B.** Sonoma County sales mission

**C.** Mendocino County Employee Incentive Program – EX<http://www.mersc.org>

**D.** California Travel Coordinator Program – EX<http://www.dgs.ca.gov/travel/Programs/TravelProgramCoordinator.aspx>

**E.** Travel Agency Partnerships for Room Referrals

**F.** MPI

**G**. Meetings database creation and initiative

**H.** Digital kiosks

**I.** Visitor Information packages

**J.** Promoting information centers during key periods

**K.** Video display at Fort Bragg Visitor Center

**8. Next Meeting Date**

**9. Future Agenda Items**

**10. Action items**

**11. Adjourn**