



MENDOCINO COUNTY TOURISM COMMISSION, INC.
COMBINED FESTIVAL & MARKETING COMMITTEE MINUTES

DATE: Tuesday, February 2, 2021 | START TIME: 10:00 AM

PLACE: <https://us02web.zoom.us/j/89062442113?pwd=ZXMwMk5KTDQ4MTMxQUF0cEpMcFBIQT09>

*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.

1. CALL TO ORDER

2. ROLL CALL

Festival Committee	Attendance Status	Title
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Chair
Tom Liden (TL)	X Present <input type="checkbox"/> Absent	Member
Tom Yates (TY)	X Present <input type="checkbox"/> Absent	Member
Gregg Lamer (GL)	X Present <input type="checkbox"/> Absent	Member
Sharon Haag (SH)	<input type="checkbox"/> Present X Absent	Member
Margaret Pedroni 10:28 AM	X Present <input type="checkbox"/> Absent	Member
Katrina Kessen (KK)	<input type="checkbox"/> Present X Absent	Member
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Member
Marketing Committee	Attendance Status	Title
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present X Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present X Absent	Member
Alyssum Weir (AW)	<input type="checkbox"/> Present X Absent	Member
Rakeesh Patel (RP) 10:21AM	X Present <input type="checkbox"/> Absent	Member
Laura Cover (LC)	<input type="checkbox"/> Present X Absent	Member
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Member
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	<input type="checkbox"/> Present X Absent	Member
Staff Members	Attendance Status	Title
Travis Scott (TS)	<input type="checkbox"/> Present X Absent	Executive Director
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator

Introduction of Guests:

- Cate Hawthorne- Liquid Fusion

3. CHAIR'S COMMENTS

- **FESTIVAL COMMITTEE CHAIR**
 - Excited to discuss festival concepts and timelines
 - Add fresh content and ideas to provide tourism support during the winter season
- **MARKETING COMMITTEE CHAIR**
 - Add Looking forward to room to roam

4. 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.

5. CONSENT AGENDA ITEMS Discussion Action Item

- 10.13.2020 Meeting Minutes
- 11.3.2020 Meeting Minutes
- 12.1.2020 Meeting Minutes
 - No Quorum in Marketing Committee so minutes could not be approved

6. ITEMS FOR REVIEW Discussion Action Items

- Room to Roam Campaign (Micro Trips)
 - Update visitmendocino.com banner alert to be one line linking health and safety and restaurants
- Room to Roam Analytics – *See Attached*
- PR Update
 - Working on 3 FAM trips for the month of February, one in March, and 3 TBD
 - Koleen attending IMM TravMedia virtual show-21 appointments scheduled
- Social Media Updates/ Analytics – *See Attached*
- Google Analytics – *See Attached*
 - 2,011 clicks and 577,847 impressions January 26 through January 31
- Festival Schedule
 - CD-Mushroom revamping didn't work. Possibly move mushroom festival to January when there are actual mushrooms and add some technical components as well as micro dosing seminars
 - Tawny moved crab festival into whale festival
 - Purple Urchin fest is being put together on the coast
 - Inland would have to put together something
 - VMC isn't responsible for creating festivals
 - November could be cannabis focused on both coast and inland
 - BS-Cannabis focus on health and wellness
 - It's an untapped umbrella attraction
 - BB- Really refreshing idea
- Wrap Up | What to Report to the BOD
 - Festival- Ideas to look at during our challenging feasts: Urchin, cannabis, health and wellness, mushrooms
 - Marketing- Room to Roam campaign

7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:**
 - Festival schedule-Urchin, cannabis, health and wellness, mushroom, etc.
- **Marketing Committee:**

8. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Tuesday, March 2, 2021 10AM
- **MARKETING TENTATIVE:** Tuesday, March 2, 2021 10AM

9. ADJOURN Action 11:03 AM by TY