



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

**DATE: Tuesday, June 2, 2020 | START TIME: 10:00 AM**

**PLACE: <https://us02web.zoom.us/j/84129937217>**

\*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**

Bernadette Byrne (BB)  
Martha Barra (MB)  
Tom Liden (TL)  
Tom Yates (TY)  
Gregg Lamer (GL)  
Kevin Brutocao (KB)  
Jamie Peters-Connolly (JC)

**Attendance Status**

x Present  Absent  
 Present x Absent  
x Present  Absent  
x Present  Absent  
x Present  Absent  
 Present x Absent  
x Present  Absent

**Title**

Chair  
Member  
Member  
Member  
Member  
Member  
Member

**Marketing Committee**

Scott Connolly (SC)  
Bernadette Byrne (BB)  
Susie Plocher (SP)  
John Dixon (JD)  
Alyssum Weir (AW)  
Jennifer Seward (JS)  
Cally Dym (CD)  
Brett Schlesinger (BS)  
Kasie Gray (KG)

**Attendance Status**

x Present  Absent  
x Present  Absent  
 Present x Absent  
 Present x Absent  
x Present  Absent  
x Present  Absent  
x Present  Absent  
x Present  Absent  
x Present  Absent

**Title**

Chair  
Member  
Member  
Member  
Member  
Member  
Member  
Member  
Member

**Staff Members**

Travis Scott (TS)  
Ramon Jimenez (RJ)

**Attendance Status**

x Present  Absent  
x Present  Absent

**Title**

Executive Director  
Marketing and Sales Coordinator

**Introduction of Guests:**

**3. CHAIR’S COMMENTS**

- **FESTIVAL COMMITTEE CHAIR** – looking forward to marketing plan
- **MARKETING COMMITTEE CHAIR** - Excited to discuss agenda items today!

**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  Possible Action**

- Minutes
  - 03.03.2020 Minutes
  - 05.12.2020 Minutes
    - 1<sup>st</sup> BB, 2<sup>nd</sup> JC, *Roll Call Vote, All Approved*

**6. ITEMS FOR REVIEW  Discussion  Possible Action Items**

- TheorySF Contract – recommendation to BoD, not approve contract for FY 2020-2021
  - BS-Rate increase during pandemic circumstances uncalled for
  - TS-Brendan can do our social media buys. Can contract website host directly creative could if necessary be done inhouse.
    - 1<sup>ST</sup> TY, 2<sup>ND</sup> JS, *Roll Call Vote, All Approved*

- Marketing Agency RFP – Will use/update as necessary but, clarify agency budget and marketing budget
- Fall Festivals – Direction/What do they look like in 2020?
  - Discussion, series of “trails”
  - Yes, we’re OPEN! Two weekend open houses?
- 2020/2021 Marketing Plan – Tabled for ED to revise
- PR Update
  - 10 stories ready to release
  - 2 writers coming in July
  - 4 TBDs waiting to be placed
  - Sent June hot sheet out and receiving a lot of buzz
  - Video Updates-2<sup>nd</sup> version of “dreaming of” video will be “welcome back”
  - Create TikTok and start focus on Youtube
- ThoerySF Tasks:
  - Booking Engine on Website – See Attached Quote  
Tabled for BoD direction on TSF contract – will fall under new Marketing Plan
- Reopening Campaign – See Attached Deck
  - Go with room to roam. Might get pushback with breathe deep
- Video Updates
  - Dreaming of video is great
  - Make a 2<sup>nd</sup> version including artists, performing artists, bakers, hiking trails etc
  - “Things to do in Mendocino County” Youtube video
  - Welcome back video
- Social Media
- VMC.com Google Analytics
- Wrap Up | What to Report to the BOD
  - Festival update- 2 week “Opening” event
  - Marketing update- Marketing plan, video updates and social media platforms

## 7. FUTURE AGENDA ITEMS Discussion

- **Festival Committee:**
  - New Standing Item: Current Festival/Event Campaign Analytics’ Report from Marketing Staff for Festival Meetings.
- **Marketing Committee:**

## 8. NEXT MEETING DATE Discussion

- **FESTIVAL TENTATIVE:** Tuesday, July 7, 2020 10AM
- **MARKETING TENTATIVE:** Tuesday, July 7, 2020 10AM

## 9. ADJOURN Action SC 11:44AM