



MENDOCINO COUNTY TOURISM COMMISSION, INC.

COMBINED FESTIVAL & MARKETING COMMITTEE AGENDA

DATE: Wednesday, January 8, 2020 | START TIME: 10:30 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 | 345 North Franklin Street, Fort Bragg CA

CALL-IN LOCATIONS: KOZT FM OFFICES, 110 South Franklin St. Fort Bragg, CA 95437 | 1818 Fifth Street Berkeley, CA 94710

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50 8962 #

\*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)

Attendance Status

- [ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent

Title

- Chair
Member
Member
Member
Member
Member

Marketing Committee

- Cally Dym (CD)
Bernadette Byrne (BB)
Susie Plocher (SP)
John Dixon (JD)
Alyssum Weir (AW)
Jennifer Seward (JS)
Scott Connolly (SC)

Attendance Status

- [ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent

Title

- Chair
Member
Member
Member
Member
Member
Member

Staff Members

- Travis Scott (TS)
Katrina Kessen (KK)
Alison de Grassi (ADG)
Ramon Jimenez (RJ)
Emily Saengarun (ES)

Attendance Status

- [ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent
[ ] Present [ ] Absent

Title

- Executive Director
Partner Relations Manager
Director of Marketing and Media
Marketing and Sales Coordinator
Administrative Services Manager

Introduction of Guests

3. CHAIR'S COMMENTS

- FESTIVAL COMMITTEE CHAIR
MARKETING COMMITTEE CHAIR

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. FESTIVAL CONSENT AGENDA ITEMS [x] Discussion [x] Possible Action

- Minutes
10.9.2019 Meeting
11.6.2019 Festival\_Marketing Committee

6. MARKETING CONSENT AGENDA ITEMS [x] Discussion [x] Possible Action

- Minutes
12.4.2019 Meeting
11.6.2019 Festival\_Marketing Committee - Requested Corrections

7. FESTIVAL ITEMS FOR REVIEW [x] Discussion [x] Possible Action Items

- (Standing Item) Spring Feast 2020
TheorySF - Spring Visual and Tag Line (Results?)
EST: Friday, April 17, 2020 - May 3, 2020

- Partner Outreach Update (KK)
- Wrap Up | What to Report to the BOD

8. **FESTIVAL FUTURE AGENDA ITEMS** ✓ Discussion

9. **MARKETING ITEMS FOR REVIEW** ✓ Discussion ✓ Possible Action

- (Standing Item) Media Matters WorldWide
  - Survata Study to 12/04/2019
- TheorySF
  - Survata event survey questions | ***See Attachment***
  - Animation update; video update - TBA
- Crab Feast Analytics | ***See Attachment***
- Dogtrekker Report | ***See Attachment***
- PR Update
  - Coverage to November 30, 2019 | ***See Attachment***
  - Crab Judges Bios | ***See Attachment***
  - Crab Reception: Thursday January 30 at Brewery Gulch Inn
  - Bay Area Life ABC 7 San Francisco shoot (December 22-23, 2019) air dates: January 12 and 18, 2020
  - KGO radio: live interview with John Hamilton (January 5, 2020 - ADG)
  - Social influencer FAM trip - early February

10. **MARKETING FUTURE AGENDA ITEMS** ✓ Discussion

11. **NEXT MEETING DATE** ✓ Discussion

- **FESTIVAL TENTATIVE**: Wednesday, February 5, 2020 at 10:00 AM
- **MARKETING TENTATIVE**: Wednesday, February 5, 2020 at 11:00 AM

12. **ADJOURN** ✓ Action