

**MENDOCINO COUNTY TOURISM COMMISSION, INC.   
MARKETING COMMITTEE AGENDA**

**DATE:** Wednesday February 7, 2018 **TIME:** 11:00AM

**LOCATION:** Visit Mendocino County, 390 W. Standley St, Ukiah CA 95482

**CALL-IN:** Visit Mendocino County, 345 N. Franklin St, Fort Bragg, CA 95437

101 Gregory Lane, Willits CA 95490

Please join my meeting from your computer, tablet or smartphone.

[https://global.gotomeeting.com/join/870564013](https://global.gotomeeting.com/join/870564013" \t "_blank)  
  
**Join the conference call:**  
CALL-IN: (712) 770-4700 ACCESS CODE: 713704 

*\*Please note: In accordance with 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 from or at the locations above.*

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*
4. APPROVE MINUTES: December 6, 2017
5. THEORYSF:
   1. WEBSITE PROGRESS UPDATE
   2. CRAB, WINE & BEER FESTIVAL MARKETING CAMPAIGN MARKETING RESULTS
   3. MARKETING PROMOTION GOING FORWARD
   4. PROMO VIDEOS AND PHOTOGRAPHY ASSETS
6. DATA DASHBOARD
7. SWAG FOR MEDIA
8. QUARTERLY REPORT OUTLINE AND FLOW
9. MARKETING & PR BUDGET
10. BRANDING GUIDELINES AND CONSISTENCY
11. TRADE SHOWS
12. REAL GOODS

**NEXT MEETING DATE**

**ADJOURN**