

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

**DATE:** Wednesday April 4, 2018 **TIME:** 10:00AM

**LOCATION:** Little River Inn Admin Offices, 7901 N. Highway One, Little River, CA 95456

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

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

101 Gregory Lane, Willits CA 95490

3766 Feliz Creek Road, Hopland CA 95449

**Dial-in Number: (712) 770-4700**

**Participant 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: March 7, 2018
5. THEORYSF:
   1. BRAND CAMPAIGN LAUNCH: REVIEW OUTLINE
   2. INTERNAL STAKEHOLDER BRAND LAUNCH EDUCATION: WHERE AND WHEN
   3. WEBSITE UPDATE
   4. AUTOMATED LEAD GENERATOR REPORT
   5. REVIEW AND RECOMMEND UPCOMING MARKETING EXPENDITURES FOR THE BALANCE OF FY 2017/18
   6. TSF SCOPE OF WORK FOR 2018/19
   7. "HOW TO MENDO" FILMING
6. MARKETING PLAN FOR 2018/18 FY

**NEXT MEETING DATE**

**ADJOURN**