

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

**DATE:** Wednesday August 16, 2017 **TIME:** 11:00AM

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

Visit Mendocino County, 345 N. Franklin St, Fort Bragg, CA 95437

101 Gregory Lane, Willits CA 95490

**CALL-IN: Dial-in Number: United States (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  
   The meeting was called to order at 11:04AM
2. ROLL CALL  
   Bernadette Byrne, Jan Rodriguez, John Dixon, Wendy Roberts, Cally Dym  
   Alison de Grassi, Alan Humason, Vanlee Waters (staff)
3. PUBLIC COMMENT –*Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*  
   None
4. APPROVE MINUTES: JULY 5, 2017  
   Bernadette motions to approve; Jan seconds. Unanimous.
5. THEORYSF  
   UPDATE ON PROGRESS TO DATE; WEBSITE  
   Alison updated the committee about an August 14 conversation with TheorySF in which Alan and Alison discussed next steps with TSF’s Russell Quinan and Todd Moritz. While the tagline, logo, and marketing platform have been approved and are ready to go ahead, the website needs to be upgraded to conform to the new look and feel. During the call, it was decided to divert marketing funds (final number TBD) to the website. TSF and the VMC team will schedule an in-person meeting in the next fortnight for a website “discovery” meeting in which the website needs, wants, parameters will be laid out. Following that, the site will go into a design phase.
6. MARKETING PROGRAMS: FAMILY TRAVEL WITH COLLEEN KELLY; BAY AREA LIFE; DATES FOR FILMING; LOCATIONS, ETC.  
   Alison (again!) updated the committee on the proposed schedule for the Bay Area Life filming to take place September 19/20. Alison outlined the filming “day” of 8 hours, which includes coastal, AV, and inland segments. The focus is the Mushroom Festival and will be aired on two dates in early to mid-October in an effort to promote the countywide festival.  
   Alan and Alison are to have a phone meeting with the Family Travel team on August 16 in which they will firm up filming dates and start to build a filming schedule that will take the Kelly team all over the county.

**NEXT MEETING DATE**September 13, 2017 at 11:00AM

**ADJOURN**

12:10PM