MEMO

Date: November 9, 2016
To: MCTC Board of Directors
From: Brent Haugen, MCTC Executive Director
RE: Marketing & Communications Summit

As the Mendocino County Tourism Commission (MCTC) continues to move forward in maintaining, cultivating and rebuilding relationships, there is a great opportunity for unity to progress the destination to the next level. The "No more working in silos" concept has come to the organization where healthy partnerships, collaboration and the sharing of resources has become even more relevant and valuable to MCTC and all the tourism and hospitality partners of Mendocino County. With that being said, I am proposing that MCTC staff work with the MCTC Marketing Committee to design and execute a **Marketing & Communications Summit** this December or January to be open to all county-wide partners where tourism directly impacts their company or organization.

The thought is to plan a one or two-day summit with speakers and topics on both days relevant to the industry. A small cost will be charged for a lunch, but overall MCTC would be hosting and supporting this educational & inspirational event.

Included in this summit would be the invitations to resources such as Visit California, TripAdvisor, Sunset Magazine to provide information and inspiration on how the industry here can work together for a much greater impact in both marketing and public relations. Included also in the summit can be educational topics concerning public relations, social media, content creation and other table top topics that the industry would be seeking out solutions.

The purpose of the summit is to provide a platform open to collaboration and planning for the fiscal year 2017-18. It also lends to connecting stakeholders to the long term strategic planning MCTC is tentatively planning for 2017 and the rebrand process in the new fiscal year.

The tourism industry in Mendocino County are all working together for the same goal by increasing overall visitor spending to the county—let's work more collaboratively to accomplish this goal.