

**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**MARKETING COMMITTEE AGENDA**

“The Marketing Committee shall be composed of a maximum of seven (7) voting members as follows: (i) one (1) Director of the Corporation; (ii) six (6) members-at-large; and (iii) the Executive Director or its designee. The Marketing Committee chair shall be elected by a majority of committee members. The Committee shall be responsible for advising and making recommendations to the Board in fulfilment of its duties and obligations regarding all marketing activities and issues, including but not limited to advertising, public relations and website activites.” - bylaws, Article 6, Section 6.1, (d) (iv)

**DATE:** August 17, 2016

**TIME:** 2:00PM

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

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

Mendocino Community Network, Internet Service Provider, e10700 Ford St, Mendocino, CA 95460

**CALL-IN:** (712) 770-4700 **ACCESS CODE:** 713704

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT - *Brown Act Requirements: Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*
4. APPROVAL OF MINUTES FROM JULY 20, 2016 MEETING
5. DCI IMMERSION UPDATE
6. CC MEDIA UPDATE
7. 2016-17 MARKETING & OUTREACH CALENDAR
8. SOCIAL MEDIA UPDATE
9. RFP FOR DIGITAL MEDIA BUYER
10. COMMITTEE RECRUITMENT

**NEXT MEETING DATE**

**ADJOURN**