

**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 fulfillment of its duties and obligations regarding all marketing activities and issues, including but not limited to advertising, public relations and website activities.” - bylaws, Article 6, Section 6.1, (d) (iv)

**DATE:** TUESDAY FEBRUARY 21, 2017

**TIME:** 10:00AM

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

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

*\*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.*

The meeting will be hold on GoToMeeting.com. Please access the meeting at:  
**[https://global.gotomeeting.com/join/831700669](https://global.gotomeeting.com/join/831700669" \t "_blank)**  
  
**CALL-IN:** 1 (408) 650-3123  **ACCESS CODE**: 831-700-669

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 OF JANUARY 25, 2017 MARKETING COMMITTEE MEETING
5. MARKETING COMPANY

* [Marketing Company SOW](http://mendocinotourism.org/wp-content/uploads/VMC-Scope-of-Work_DRAFT.pdf)
* [Mortar MOU](http://mendocinotourism.org/wp-content/uploads/2016_17-VMC-MOU-207170108-0001.pdf)
* [TheorySF MOU](http://mendocinotourism.org/wp-content/uploads/MCTC-Memo-2016-2017-1.pdf)
* [Proposed Marketing Budget](http://mendocinotourism.org/wp-content/uploads/2017-18-Proposed-Marketing-Working-PR-Budget.pdf)

**ACTION ITEM:** Allow the Marketing Committee to choose between Mortar and Theory at the February 21 meeting, and to direct our ED to sign a contract for the remainder of this fiscal year 2016-17.

1. WEBSITE UPDATE PROPOSAL
2. UPDATE ON HIDDEN OBJECT GAME: LAUNCH DATE & PUBLICITY
3. WINE, WAVES, WILDERNESS RENEWAL
4. WIREWALKER STUDIOS FINAL CUT
5. AVWA ADVERTISING SPONSORSHIP
6. MARKETING ANGLE: ADVENTURE RACES IN MENDOCINO COUNTY
7. CC MEDIA – STATUS OF CONTRACT; TERMINATION DATE
8. ADVERTISING PROPOSALS:

* UPDATE ON BAY AREA LIFE CAMPAIGN (documents and links provided)  
  30-minute program
  + Maui:  <http://abc7news.com/travel/get-outta-town--maui/1163247/>
  + OC:  <http://abc7news.com/travel/get-outta-town-orange-county/1319437/>

5-minute segment:

* + Visit Santa Rosa Bay Area LIFE segment:
  + <https://vimeo.com/202466312>
  + password: kgotv
* KANE BROWN PRODUCT PLACEMENT PROPOSAL

1. RESULTS OF MARKETING PROGRAM CAMPAIGNS
2. KOLI COMMUNICATIONS 2017-18 PROPOSAL
3. DOGTREKKER 2017/18 PROPOSAL
4. FUTURE AGENDA ITEMS

**NEXT MEETING DATE**

**ADJOURN**