



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Marketing Committee Minutes

DATE: Wednesday, June 5, 2019 TIME: 11:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg CA

*CALL-IN LOCATION: Redwood Empire Fair Grounds, 1055 N. State St, Ukiah CA, 1818 5th Street, Berkeley CA 94710

CONFERENCE CALL PHONE: (605) 562-0400 / CODE: 443 8581 #

*Please note: To abide by 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 at the posted locations above

I. CALL TO ORDER

11:00 AM

II. ROLL CALL

a. Committee Members	Attendance Status		Title
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Susie Plocher (SP)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
John Dixon (JD)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Alyssum Weir (AW)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Maegen Loring (ML)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

b. Staff Members	Attendance Status		Title
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Katrina Kessen (KK)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Partner Relations Manager
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests

III. CHAIR'S COMMENTS

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

V. CONSENT AGENDA ITEMS Discussion Possible Action

- a. Minutes from 4.03.2019 Meeting
- b. Minutes from 5.01.2019 Meeting

BB motions for approval of the consent agenda items, ML 2nd the motion, roll call; all present approved: 3 absent, motion approved

VI. ITEMS FOR REVIEW Discussion

- a. Brand Awareness | Next Steps | 2 meetings attachments, committee members in agreement to move forward with direction.
- b. BID Progress | 2019_2020 Report In | Please take a moment to read the report found on www.mendocinotourism.org/documents/ BID ADVISORY REPORTS; BID Advisory Report 2019-20
- c. Cannabis | Vote on what steps to take next Possible Action

BB motions for approval of the recommended motion #1, AW 2nd the motion, BB recommends to amend (removing: and, adding: marketing and public relation activities,) the motion to read: "The Marketing Committee recommends to the MCTC Board of Directors that VMC staff be permitted to include cannabis-related businesses and events in the business listing and event directories, MendoMoments, and other public areas on the VisitMendocino.com website, ~~and~~ marketing and public relation activities, other visitor-facing print and digital collateral.", roll call; all present approve the motion with BB's recommended amendments: 3 absent, motion approved.

BB motions for approval of the recommended motion #2, AW 2nd the motion, BB recommends to amend (removing: agricultural and) the motion to read: “The Marketing Committee recommends that in the event the Mendocino County Promotional Alliance votes to dissolve the organization and liquidate its currently held funds, and votes to distribute a portion, up to 100%, of those funds to MCTC, that MCTC be permitted to use those funds for the purpose of marketing agricultural and cannabis tourism.”, roll call; all present approve the motion with BB’s recommended amendments: 3 absent, motion approved.

Notes:

TS – believes the point of motion #2 is to give MCPA comfort. BB – Would we need to stipulation how the money is spent? CD – I would like to see a broader cannabis campaign. AW – The word agriculture could mean wine. ML – Do we do any marketing for other agriculture? Committee Members – Yes. BB – this could be an asset. AW – Once all MCPA money is gone will cannabis be integrated into our general marketing? CD – every other tourist thing we market is done without any money.

- d. Visitor Guide | New/Updated | Review | Not a Visitor Guide but an inspirational piece to be used at trade shows and like events
- e. FAM Report | 55 so far for the year
- f. PR Report | Reviewed last month’s numbers

XI. FUTURE AGENDA ITEMS  Discussion

XII. NEXT MEETING DATE  Discussion

~~TENTATIVE: Wednesday, July 3, 2019 at 11:00 AM~~

SET: Tuesday, July 2, 2019 at 11:00 AM

XIII. ADJOURN  Action

BB motions to adjourn, 12:18 PM