



MENDOCINO COUNTY TOURISM COMMISSION, INC.

VISITOR SERVICES COMMITTEE MINUTES FROM FEBRUARY 7, 2019

I. Call to Order – 11AM

2. Roll Call – Present were Chair Cally Dym and members Sharon Davis, Scott Connolly, Rakesh Taneja and Jon Glidewell as well as Staff Richard Strom, Katrina Kessen, Emily Saengarun and Travis Scott. There were no guests.

3. Comments of Chair – CD provided a brief history of the committee and welcomed new members.

4. Public Comment – There was none.

5. Approve Minutes from Previous Meeting – Since this is a reconstituted committee there were no minutes to approve.

6. Sales –

a. TS provided a brief budget overview

b. Richard discussed the upcoming trade shows in LA, Denver and Santa Clara.

c. Various potential trade show opportunities were discussed.

- Bridal Events – The committee felt weddings were an important aspect of our marketing and should be pursued. The committee asked staff to put together a proposal.
- Ghirardelli Chocolate Festival – This item was tabled. While the exposure was great our current robust marketing plan featured the city.
- International Sportsmen Show Scottsdale – The committee did not feel this was our market.

7. State Fair booth theme – After discussing various proposals the committee agreed on a Mendocino County harbor theme including Noyo and Point Arena. Albion was added pursuant to a suggestion by a Board member at the following Board meeting.

8. Partner Relations Manager Report – Katrina gave an update on the progress of the HAP program as well as information concerning the Stakeholder Education Program which was starting.

9. Director of Tourism Development Report –

a. Chamber Adoption – Various staff members have joined the Boards of the County Chambers and Visit organizations.

b. I Flags – Delivered to Mendocino Coast Chamber and Redwood Coast Chamber

c. Visitor Guides – in development

d. Mini Guide – reprint in development

e. Tear off maps – The North Coast maps were reordered for delivery to the Mendocino Coast Chamber

f. Adopt a Trail – The Committee opted to table this request from the Mendocino Land Trust

g. Orange Bags – They were ordered from a local vendor

h. Welcome Ukiah sign – Jay Epstein was to be contacted.

i. South Coast Welcome sign – no action

j. County visitor kiosks – Scott volunteered to keep the Boonville kiosk supplied with appropriate collateral.

10. Future Agenda Items – Trade Shows, State Fair, Hotel Adoptions, Educational Seminars

11. Next meeting date – May 2, 2019 at 3 PM

12. Adjournment occurred at noon.