



**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: Wednesday July 20th, 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

- I. CALL TO ORDER
- II. ROLL CALL
- III. 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*
- IV. APPROVAL OF MINUTES FROM JUNE 8, 2016 MEETING
- V. BRENT HAUGEN INTRODUCTION
- VI. 2016-17 MARKETING & ADVERTISING CONSIDERATIONS
- VII. DOGTREKKER PROPOSAL
- VIII. CC MEDIA MARKETING UPDATE
- IX. PUBLIC RELATIONS UPDATE
- X. COMMITTEE RECRUITMENT

NEXT MEETING DATE

ADJOURN