

VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.
VISITOR SERVICES COMMITTEE MINUTES
DATE: Monday, APRIL 9, 2024, TIME: 11:00 AM
CALL IN LOCATION: <https://us02web.zoom.us/j/82705898723>

*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.

1. CALL TO ORDER: 11:05 AM

2. ROLL CALL:

Committee Member:

	Attendance Status		Title
Jon Glidewell (JG)	X Present	<input type="checkbox"/> Absent	Chairperson
Jo Bradley (JB)	X Present	<input type="checkbox"/> Absent	Member
Kevin Fleming (KF)	X Present	<input type="checkbox"/> Absent	Member
Alina Reyes (KF)	<input type="checkbox"/> Present	X Absent	Member

Staff Member:

	Attendance Status		Title
Ramon Jimenez (RJ)	<input type="checkbox"/> Present	X Absent	Executive Director
Jamie Peters-Connolly (JC)	X Present	<input type="checkbox"/> Absent	Public Relations & Communications Manager
Lisa Batson (LB)	X Present	<input type="checkbox"/> Absent	Marketing Manager
Mckenzie McLain (MM)	X Present	<input type="checkbox"/> Absent	Marketing & Communications Coordinator
Janis MacDonald (JM)	X Present	<input type="checkbox"/> Absent	Festival Coordinator

3. INTRODUCTION OF GUESTS:

4. CHAIR'S COMMENTS: Thank you everyone for making it to the meeting.

5. PUBLIC COMMENT ON NON-AGENDA ITEMS:

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

6. CONSENT AGENDA ITEMS Discussion Action Item

- Minutes from February 26, 2024 – APPROVE – *See Attachment*
- JB 1st and KF 2nd Motion Carries

7. ITEMS FOR REVIEW Discussion Action Items

- Visitor Guide to Print – APPROVE – *See Attachment*
- KF 1st and JG 2nd Motion Carries
- Gateway Signage Design – APPROVE – *See Attachment*
- We want to take off the URL, add the word welcome, and no painting posts. Keep the images on the billboards and if you add vineyards, a lighthouse, or something to make it look more special. Ocean picture inland and tree picture coastal. Or check prices to take off images and make the sign reflective.

8. FUTURE AGENDA ITEMS

Review the updated Gateway Signs based on the conversation and reach out to Stathi about joining the next meeting who is the general manager of the skunk train.

9. NEXT MEETING DATE

TENTATIVE: TBD

10. ADJOURN 11:56 JB 1st and KF 2nd