

VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC. VISITOR SERVICES COMMITTEE MINUTES

DATE: Tuesday, DECEMBER 17, 2024, TIME: 11:00 AM

CALL IN LOCATION: <https://us02web.zoom.us/j/81627827172>

*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:

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)	X Present	<input type="checkbox"/> Absent	Member

Staff Member:

Staff Member:	Attendance Status		Title
Ramon Jimenez (RJ)	X Present	<input type="checkbox"/> 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: Amy Wahl and Vickie Scesa

4. CHAIR'S COMMENTS: Happy holidays and happy everyone could make it today.

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 July 12, 2024 – APPROVE – *See Attachment*
JB 1st and AR 2nd Motion Carries

7. ITEMS FOR REVIEW Discussion Action Items

- Gateway Signage Update
JPC: Paramount signs have been working very hard for the signs we have been to all of the locations for signs, and we are just waiting on one that is not a Caltrans area. On 128, John Alden has said we can have a sign at Mountain House. However, instead, we are going to look at a new place. We are putting together insurance needs as well. So, we are getting close and moving forward.
RJ: The application for signs has been a long process because we need the county to insure us. We also have to have maintenance signed by the county, but the contract is through us with the economic development office through the count to get logistics.
- Pet Guide – *SEE ATTACHED*
JPC: The pet guide is completed and ready to send out to people. Please let us know if you need any. You can also see it online.
JG: Loves the pet guide. Also, he found three typos he is going to email Mckenzie. You can also send any updates you have to Mckenzie as well.
- Tear-Off Maps

LB: We are currently working on building out the county-wide map so we can get it rebranded with the new colors and logos. Following that, we will go section by section. It should be ready at the start of the new year.

- Visitor Centers

JPC: Currently, in the county, the visitor centers are very similar to the chambers of commerce. We want to just start discussing helping build up visitor centers throughout the county. Should we brand a rack with Visit Mendocino County?

JG: Small hub that VMC Sponsors to have a hub for brochures.

JPC: For the next meeting, let's identify some places and chat with folks to suss out where we would have a VMC-branded Kiosk.

- Transportation Presentation (Guest: Amy Wahl)

8. FUTURE AGENDA ITEMS

9. NEXT MEETING DATE

TENTATIVE: TBD

JPC: Possibly in February

10. ADJOURN

AR at 12:12 PM