

Dear BOSs and ED Angelo,

I hope you all are well and doing the best you can with the time you are given. These are really intense times... I tell ya. I know that this complaint may be tossed on the neverending heap of issues, complaints, and matters you need to sort through daily. Let me assure you I am not expecting anything of you, this is merely me, voicing my complaint to you all for the record.

Over a year ago I went to the BOS meeting to hear Travis and the woman from West Company present the "Find your happy" campaign. I saw the Visit Mendocino big orange weird logo thing and I heard (endured) the presentation from Travis representing VM on how this was going to attract so many tourists, not to mention the website was going to be so great. It was my opinion then, and still is, that I can't really imagine a saying or logo that was less in touch with our culture here at home than that. It seemed lazy, unimaginative, weak, and generic, (opposite again of our culture). "Find your happy"? Really? Where's the wildlife and small craft in that? Where's the diversity and wonder? Mendo is anything but generic and orange. I attended this meeting with my realtor friend who also had the same reaction. It was a let down to say the least. I later went to the VM office to talk to them about sponsoring an event to help collaborate with the small crafters of all our producers and highlighting our cannabis culture, especially the tiny ones as they are our legacy. I told them the whole spiel I usually tell you guys about our micro-markets and the quality over quantity and respect for the land and water.... blah blah blah. The board loved the idea but said they had no funding for something like that, they only did marketing. They sent me to the Chamber of Commerce to meet the brand new ED that had literally only been there one day. It was there I met a true dynamo, Una Wirkebau. She immediately caught on to the spark and saw we were exactly what the world was craving. From her global experience, she likened us to the small sustainable farmers in Europe and the supply demand chain that gets you that 2-5 hundred dollar bottle of wine. This is what we boutique legacy farmers are exactly banking on, the supply and demand chain letting us grow less for more. We need **SOMEONE WHO BELIEVES IN US, THE LEGACY CANNABIS FARMERS** as well as the other county small crafters. This person must pursue our market and demographics with vision and energy for networking, working with a holistic approach, creating the weekend packages, the transportation, the conventions, while taking into consideration the needs and limitations of our community. We need someone who will actually help create the venues for our goods and advertise for us on a world wide scale. We need someone who isn't okay with the status quo and wants to make things better, more relevant, and eco-friendly to benefit our emerging canna and eco tourism. We need that person who understand the need to showcase our exclusive wares and value systems that make us such a unique and beautiful place, again, **NOT generic**. My experience talking to an intelligent vibrant woman supportive of cannabis and seeing the value we growers bring to our county, was a breath of fresh air. Travis knew nothing of cannabis and still doesn't. He doesn't advertise for us, ot get to know us or care to know us much for that matter. He does nothing for the small outskirt towns as far as outreach goes nor has made any attempt on a real website. We noticed he just mentioned the biggest establishment's. We need proper promotion for our entire county, all stakeholders.

I am on the LMAC and was asked to draft a document for our ten year resiliency plan for the MOVE2030. Myself and a couple others crafted the document and I am asking you all to read

the bottom of this document where we are explicitly asking for VM to step up and help us with advertising and promotional support. We ask for a brochure to be made and possibly a video.

So, all this feeling about Travis, The Tourist Commission, and Visit Mendocino was on simmer on the back burner... until... I read an editorial by Travis who John McCowen had spoken with and possibly asked to weigh in on the Use permit vs. Ordinance cannabis issue. Why in the world Travis was giving his uneducated opinion about such a hot topic was beside me, not to mention it felt like he was campaigning for John for getting county to go with a use permit. I WAS BESIDE MYSELF WITH FURY AND A DEEP FEELING OF BETRAYAL from our own TC. The tourist commission doesn't even have one, not one cannabis person on their board, they did no research on this issue, they just got political and parroted McCowen's whole sales pitch. I wrote Travis a letter of disgust, and now I am writing you one. This person who is leading the charge on our future tourism potential needs to understand the importance of cannabis and what we are doing as a whole county. We're not a cannabis county, we're a quality county. It's a mindset.

Any ways, like I said, I am not expecting anything from you guys, just wanting to share this information with you and express my severe disappointment in Travis Scott as ED of VM. I am far from alone on this one, lots of people feel the tourist commission and VM is a lame duck. Who oversees this? The Promotional Alliance, now that was something! Of course all things must come to an end, but they really embraced and understood the spirit of what we needed as a county and literally saved us after the logging was no longer viable. This MOVE2030 is something like that. Making a ten year plan is perfect. Asking questions is how you do that. Getting help for small towns to do that is crucial in this scattered county. Una has done a fantastic job showing up. Thank you for her. It's important to NOT be political when you're into promotions, just for the good of all💕

With huge amounts of gratitude for your attention and compassion for all that's on your plate,

Traci Pellar

P.S. this letter is only my viewpoint and I am not representing anyone other than myself