



MENDOCINO COUNTY TOURISM COMMISSION, INC.  
**BOARD OF DIRECTORS AGENDA**

**DATE: Thursday, February 11, 2021 TIME: 2:00 PM**

**PLACE: ZOOM** <https://us02web.zoom.us/j/85792118537?pwd=aEg1Y3VZdk1OZ1M5dUpXZXg3MjB2Zz09>

\*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**

**2. ROLL CALL**

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chair   Large Lodging Operator; Coastal
Jennifer Seward (JS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Vice Chair   At Large
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Secretary   Winery/Winegrower
Scott Connolly (SC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Treasurer   Medium Lodging Operator; Coastal
Jamie Peters Connolly (JC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
Jitu Ishwar (JI)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator; Inland
Raakesh Patel (RP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
Elaine Wing-Hillesland (EWH)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Food & Beverage
Kasie Gray (KG)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Inland

STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Assistant

**INTRODUCTION OF GUESTS:**

**3. CHAIR’S COMMENT**

**4. PUBLIC COMMENT ON NON-AGENDA ITEMS**

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

**5. CONSENT AGENDA ITEMS  Discussion  Action Items**

The Consent Agenda is considered routine and non-controversial and will be acted upon by the MCTC Board at one time without discussion. Any MCTC Board member may request that any item be removed from the Consent Agenda for individual consideration.

- REVIEW/APPROVE Minutes 01/14/2021 Meeting | **See Attachment**

**6. FINANCE COMMITTEE UPDATE  Discussion  Action Items**

(NEXT MEETING: 3/2/2021 at 12:00 PM)

- Committee Chair Report:
- Financial Statements
  - December 2020 | Approve | **See Attachment**

**7. FESTIVAL/MARKETING COMMITTEE UPDATE  Discussion**

(NEXT MEETING: 3/2/2021 at 10:00 AM)

- Committee Chair(s) Report:

- Festival: Festival Schedule: Purple Urchin, Cannabis, Harvest, Health & Wellness, Mushroom/Crab

- Marketing:

- Staff Report:

- Cannabis Update
- PR Update: IMM Appointment Calendar - ***See Attachment***
- Booking Link Update
- Winter (Room to Roam) Campaign Update
- Campaign Analytics – ***See Attachment***
- Social Media Stats & Google Analytics – ***See Attachment***

**8. VISITOR SERVICES COMMITTEE UPDATE** ✓ Discussion ✓ Action Items

(NEXT MEETING: TBD)

- Committee Chair Report:
- Visitor Guide Update
- Billboard Partnership
- Gateway Sign (Hwy 20)

**EXECUTIVE DIRECTOR REPORT** ✓ Discussion ✓ Action Items

- Coraggio Group/Strategic Plan Update
- NCTC Update
- Crab Cake Cook-Along

**9. FUTURE AGENDA ITEMS** ✓ Discussion

**10. NEXT MEETING**

TENTATIVE: Thursday, March 4, 2020 at 2:00 PM

**11. ADJOURN:**