



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

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.

- CALL TO ORDER 2:07 PM**

- ROLL CALL**

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Chair Large Lodging Operator; Coastal
Jennifer Seward (JS)	<input type="checkbox"/> Present X Absent	Vice Chair At Large
Bernadette Byrne (BB) 2:17PM	X Present <input type="checkbox"/> Absent	Secretary Winery/Winegrower
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Treasurer Medium Lodging Operator; Coastal
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	X Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
Jitu Ishwar (JI)	<input type="checkbox"/> Present X Absent	Large, At-Large Lodging Operator; Inland
Raakesh Patel (RP)	X Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
Elaine Wing Hillesland (EWH) 2:17PM	X Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Food & Beverage
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Regional Promotional; Inland

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

INTRODUCTION OF GUESTS:

- CHAIR’S COMMENT**

- o BID chair wanted to know they are always willing to listen to our suggestions and ideas

- 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.

- 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.

- o REVIEW/APPROVE Minutes 01/14/2021 Meeting | **See Attachment**
 - o 1st SC 2nd SD Roll Call Vote, Motion Carries

- FINANCE COMMITTEE UPDATE Discussion Action Items**

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

- o Committee Chair Report:
- o Financial Statements
 - o December 2020 | Approve | **See Attachment**
 - o SC-Doing very well in the finance department
 - o 1st SD 2nd JC Roll Call Vote, Motion Carries

- **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
 - Facing challenges with current festivals (no mushroom early November, no crab early January)
 - Discussed how to take Mushroom Festival in a different direction
 - CD-Mushroom has struggled the most even with multiple reattempts to keep it alive
 - Moving mushroom to January and focusing on health and wellness-maybe include micro dosing as well as incorporating cannabis
 - Crab is now landing on Super Bowl weekend in January so it wouldn't conflict
 - Still need festival for November-possibly harvest (grapes, cannabis, etc)
 - VMC promotes events but they do not plan events so a group would have to take on the responsibility
 - BS-Health and Wellness could be fit into multiple times of the year
 - JC-Music Festival could be tied into any of these and could be county wide
 - EWH-There are a lot of artisans and it could be tied with the art centers
- Marketing:
- Staff Report:
 - Cannabis Update
 - Just received assets so ready to implement and go live on website shortly
 - PR Update: IMM Appointment Calendar - **See Attachment**
 - 4 FAM trips currently being worked on
 - Booking Link Update
 - Winter (Room to Roam) Campaign Update
 - Campaign Analytics – **See Attachment**
 - Social Media Stats & Google Analytics – **See Attachment**

- **VISITOR SERVICES COMMITTEE UPDATE** ✓ Discussion ✓ Action Items

(NEXT MEETING: TBD)

- Committee Chair Report:
- Visitor Guide Update
 - Making a few more changes and will have a final draft soon
- Billboard Partnership
 - Partnering with Coro Mendocino for a new billboard in south Hopland
- Gateway Sign (Hwy 20)
 - JC doing outreach to try to get another quote for the relocation

- EXECUTIVE DIRECTOR REPORT** ✓ Discussion ✓ Action Items

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

- **FUTURE AGENDA ITEMS** ✓ Discussion

- **NEXT MEETING**

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

- **ADJOURN: 3:00 PM by BB**