



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, March 11, 2021 TIME: 2:00 PM

PLACE: ZOOM https://us02web.zoom.us/j/83347194356?pwd=Mzk0WXlHQm5SQXpHVkhVZXpsZUxzQT09

*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 2:04 PM

2. ROLL CALL

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Chair Large Lodging Operator; Coastal
Jennifer Seward (JS)	X Present <input type="checkbox"/> Absent	Vice Chair At Large
Bernadette Byrne (BB)	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)	X Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator; Inland
Raakesh Patel (RP) 2:23 PM	X Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
Elaine Wing-Hillesland (EWH)	<input type="checkbox"/> Present X Absent	Small Lodging Operator
Brett Schlesinger (BS)	<input type="checkbox"/> Present X 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:

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 02/11/2021 Meeting | **See Attachment**
 - 1ST BB 2ND SC Roll Call Vote, Motion Carries

6. FINANCE COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: 4/6/2021 at 12:00 PM)

- Committee Chair Report: Doing well and cutting costs has attributed to that. Pleased with the financial audit.
- Financial Statements
 - January 2021 | Approve | **See Attachment**
 - 1st SD 2nd JS Roll Call Vote, Motion Carries
 - 2019/2020 Financial Audit & Opinion | Approve | **See Attachment**
 - 1st JI 2nd JC Roll Call Vote, Motion Carries

- Note *** PPP Loan Status Update
 - Just received the PPP deposit yesterday

7. FESTIVAL/MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: 4/6/2021 at 10:00 AM)

- Committee Chair(s) Report:
 - Festival: Update on festival and sub-committees were created with a November and January Focus
 - Marketing: Booking Link and analytics
- Staff Report:
 - Cannabis Update
 - Consumer facing businesses in draft form and ready to go live soon
 - Will work on a PR release and cannabis harvest tours this fall
 - PR Update
 - 3 FAMS were just completed these last couple of weeks
 - 5 FAMS this month and into April
 - Room to Roam micro trips featured in Thrillist, NBC LA, NBC Bay Area, MSN.com
 - Festival Schedule: Purple Urchin, Cannabis, Harvest, Health & Wellness, Mushroom/Crab and Sub committees
 - Subcommittees created to work on ideas for November and January and bring back to Marketing and Festival Committees
 - JS: Just a reminder that VMC staff doesn't put on the festivals, but promotes them
 - Booking Link Update
 - Campaign Analytics – **See Attachment**
 - Social Media Stats & Google Analytics – **See Attachment**

8. VISITOR SERVICES COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: TBD)

- No Update

9. EXECUTIVE DIRECTOR REPORT Discussion Action Items

- Coraggio Group/Strategic Plan Update
 - Discussed the email survey results
 - Discussed the strategic plans vision, mission, values, reputation, and positions
- Crab Cake Cook-Along
 - Roberta Gonzales coming next week
- Quarterly Report (October – December 2020) | Approve | **See Attachment**
 - 1st SD 2nd BB Roll Call Vote, Motion Carries

10. Closed Session – Personnel Committee

- Potential New Hire
 - BB moved to approve the budget increase in personnel of \$12,685 to hire a new employee this FY. SD 2nd Roll Call Vote, Motion Carries

11. FUTURE AGENDA ITEMS Discussion

12. NEXT MEETING

TENTATIVE: **Thursday, April 8, 2021 at 12:00 PM**

13. ADJOURN: JI Motioned to adjourn the meeting at 3:02PM