



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

DATE: Thursday, June 10, 2021, TIME: 2:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/85170004482?pwd=WnBRakJUeVA0MW04NklaREM1bkJvUT09>

*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 2:08 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)	<input type="checkbox"/> Present X 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
OPEN SEAT	<input type="checkbox"/> 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)	<input type="checkbox"/> Present X Absent	Large Lodging Operator; Inland
Elaine Wing-Hillesland (EWH)	<input type="checkbox"/> Present X 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
Kathy Janes (KJ)	X Present <input type="checkbox"/> Absent	Administrative Services
Jamie Peters-Connolly (JPC)	X Present <input type="checkbox"/> Absent	Partner Relations and Communications

INTRODUCTION OF GUESTS:

3. CHAIR’S COMMENT: CD will be sending an anonymous evaluation form to Board Members for TS’s annual review

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 05/13/2021 Meeting | **See Attachment**
- 1st SC 2nd SD *Motion Carries*

6. FINANCE COMMITTEE UPDATE Discussion Action Items

- Committee Chair Report:
- Financial Statements
 - April 2021 | Approve | **See Attachment**
- 1st SD 2nd BB *Motion Carries*

7. FESTIVAL/MARKETING COMMITTEE UPDATE Discussion

- #safemendocino
 - JPC: Updated material on visitmendocino.com and mendocinotourism.org
 - Readiness guide has also been updated with more current information
- PR Report
 - TS: 3 upcoming FAMs
 - Ko will be visiting at the end of July
 - Discussing going to two media trade shows later in the year
 - 91 total placements last month
- Roberta Gonzales/KTVU 2
 - Working on a 6-month contract for TV and online placements
- Cultivar Strategies
 - TS: Negotiating a contract with Cultivar Strategies to assist with cannabis integration
- Festival Subcommittee Report – *See Attached*
 - JPC: Had both coastal and inland meetings for the fall feast
 - Feast Mendocino: The Ultimate Harvest Experience
 - Purple sea urchin focus on the coast
 - Inland anchor event at Emerald Sun
 - BS: Local arts and crafts fair with food and wine
 - BS: Only challenge is weather
- Room to Roam Update
- Room to Roam Analytics – *See Attached*
- Social Media Updates/ Analytics – *See Attached*
- Google Analytics – *See Attached*
- Booking Link – *See Attached*

8. EXECUTIVE DIRECTOR REPORT Discussion Action Items

- Report given under Festival/Marketing

9. FUTURE AGENDA ITEMS Discussion

- Under Organizational Development Committee, SD as Executive Committee addition

10. NEXT MEETING

TENTATIVE: Thursday, July 8, 2021 at 2:00 PM

11. ADJOURN: 2:48 by SD